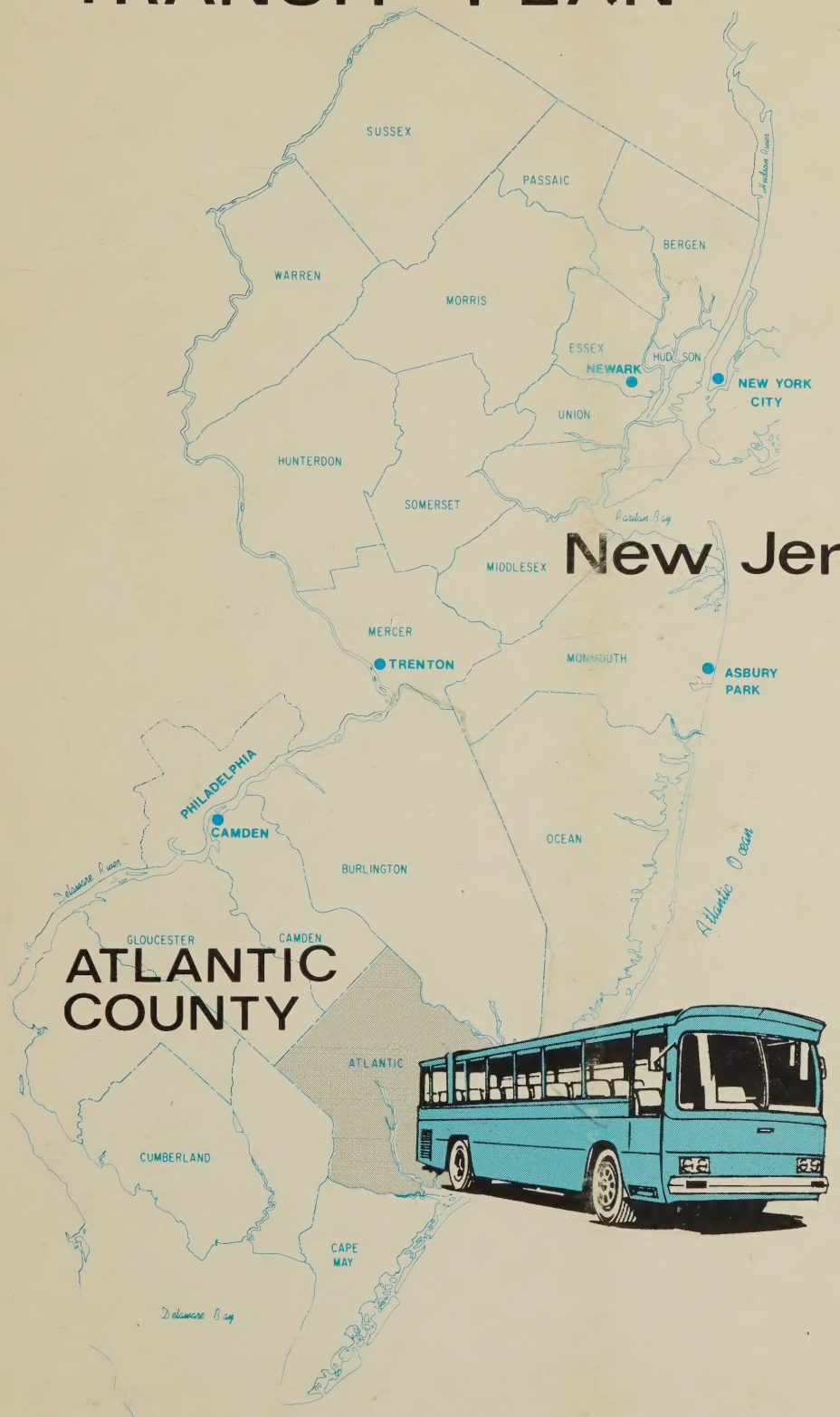
SHORT RANGE TRANSIT PLAN



New Jersey

ATLANTIC COUNTY

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SHORT RANGE TRANSIT PLAN

Atlantic County , New Jersey

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THE ATLANTIC COUNTY PLANNING BOARD

BY

(Wilbur) Smith and Associates

June , 1977

The preparation of this report was financed in part through an Urban Mass Transportation Grant from the U. S. Department of Transportation under the provisions of the Urban Mass Transportation Act of 1964.

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Wilbur Smith and Associates

155 WHITNEY AVENUE
P.O. BOX 1809
New Haven, Conn. 06507
PHONE (203) 865-2191

CABLE WILSMITH
TELEX 57-3439

March 1, 1979

Mr. John R. Gideonse, Project Coordinator
Planning Division
Atlantic County Department of Administration
730 Guarantee Trust Building
Atlantic City, New Jersey 08401

Dear Mr. Gideonse:

Presented herewith is our final report entitled, "Short-Range Transit Plan, Atlantic County, New Jersey," in accord with our Agreement dated September 10, 1975.

This plan is the culmination of a work program which began in late September, 1975, with field surveys of the existing transit operation centered on Atlantic City and the surrounding communities. An immediate action plan was presented with recommendations for modification of the routes and schedules of the Atlantic City Transportation Company in December, 1975, and a written report on the plan was presented in April, 1976. Minor modifications were agreed to jointly by County officials and the Atlantic City Transportation Company following required public hearings in December, 1976.

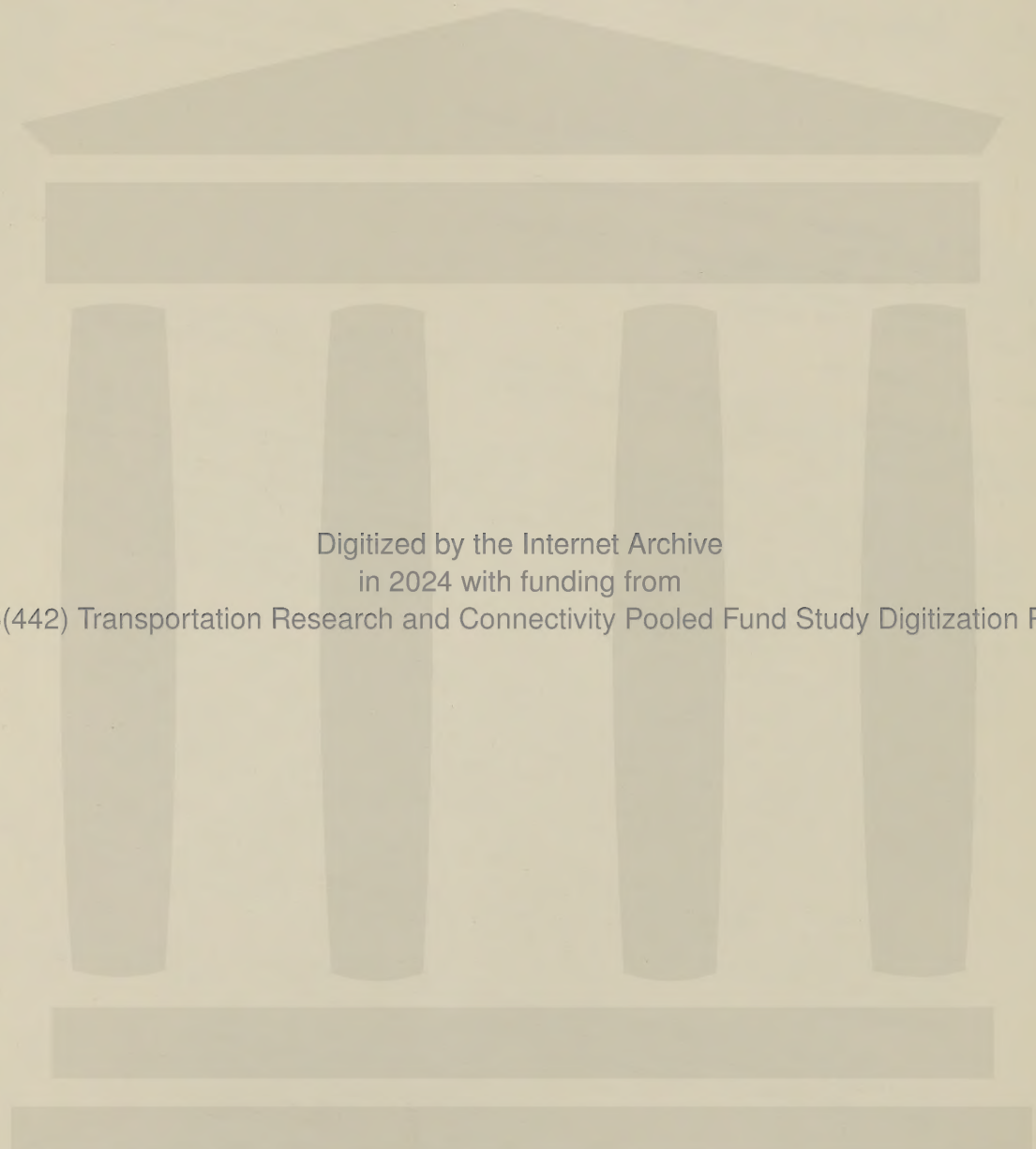
The balance of the work program was completed and the preliminary final report was submitted to you on June 15, 1977. The modified immediate action plan was initiated in late 1977. Written comments were received from New Jersey Department of Transportation and from UMTA early in 1978, and our response was presented to Atlantic County in May, 1978. We were advised in January, 1979, that it would be appropriate to submit the final report with the suggested modifications.

While the project extended over a longer period than anticipated, we believe the intent of the study to achieve an immediate action plan for the Atlantic City Transportation Company and to provide some community input into the need for transportation services in Atlantic County was accomplished.

We have appreciated the opportunity to work with County officials and staff personnel from the Planning Department and gratefully acknowledge their assistance throughout this project.

Respectfully submitted,
WILBUR SMITH AND ASSOCIATES
E. M. Whitlock
E. M. Whitlock
Senior Vice President

EMW:jh



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SUMMARY

This report presents the findings and recommendations of a study of public transportation in Atlantic County. The plan which results from this work effort will require cooperation between the New Jersey Department of Transportation, Atlantic County, and the Atlantic City Transportation Company for implementation.

Study Area and Present Service

All of Atlantic County and Ocean City in Cape May County are included in the study area for this project. This area is served by:

1. Atlantic City Transportation Company, an urban transit operator with service largely confined to the island communities and the developed portion of the off-shore communities along U.S. 9.

2. Intercity carriers, Transport of New Jersey and Lincoln Transit, which operate through the study area and to New York, Philadelphia, and several North Jersey locations.

3. Atlantic City Jitneymen's Association, a cooperative of privately owned jitneys operating chiefly along Pacific Avenue in the heart of Atlantic City.

Special transportation services are also provided by public agencies for elderly and low-income residents of Atlantic County.

Base fares for both ACTC buses and jitneys were recently increased to $0.35 with zone fares as high as $0.70 on ACTC

buses for trips to Ocean City. The ACTC operation is highly subsidized, with total payments to the company, 25 percent of which have come from Atlantic County, increasing from about $222,000 in 1970 to an estimate of slightly over $1,000,000 in fiscal 1977. Transport of New Jersey and Lincoln Transit, supplying the bulk of the intercity service to and from Atlantic City are also subsidized by the Commuter Operating Agency of New Jersey's Department of Transportation.

Development Patterns

Historically, most of the population and land development has been located in the ocean-front communities of Atlantic County. The beach communities of Brigantine, Atlantic City, Ventnor, Margate, and Longport in Atlantic County and Ocean City in Cape May County, and the mainland communities of Absecon, Pleasantville, Northfield, Linwood, and Somers Point in Atlantic County house the majority of the study area population.

Suburban development has spread toward the north and where residential, retail, and office developments have been located. Major facilities located in Galloway, Egg Harbor, and Hamilton Townships include Stockton State College, National Air Facilities Experiment Center (NAFEC), the Shore Mall, Cardiff Circle Shopping Centers, and Atlantic Community College.

Atlantic County presently has a 1975 population of about 180,000, with moderate growth of 1,000 to 2,000 per year projected to 1985. Ocean City's population is expected to increase from 11,000 to about 14,000 in 1985. However, the recent decision to permit casino gambling in Atlantic City may change the anticipated growth patterns.

The geographical distribution of population and its socioeconomic characteristics are of prime importance in analysis of transportation needs and were analyzed to assess areas of greatest public transportation need.

Bus and Jitney Operations

Surveys of bus and jitney ridership patterns and operating characteristics were conducted in October and December, 1975. Surveys included on-board counts of all bus routes and peak load point counts of buses and jitneys.

Most of the passengers on the ACTC system are carried along the Atlantic City-Longport Corridor. Passenger volumes are heavier in the outbound direction (from the Inlet at the northeastern end of Atlantic City toward Longport), both in the morning and afternoon peak periods. Jitney passenger volumes also show an imbalance in outbound/inbound patterns. Passengers appear to be more dependent on public transportation in the morning, and the overall pattern of passenger loads is affected by trip destinations in the central area of Atlantic City and by school and senior citizen usage of buses and jitneys.

An extensive series of surveys was conducted to determine basic characteristics of transit use and demand in the study area. Interviews with shopping center patrons, questionnaire forms circulated to major employment centers, and interviews, through the assistance of County officials, with senior citizens, welfare recipients, and meal-site visitors were reviewed and summarized to identify basic travel patterns.

As a result of these surveys and the experience developed with the existing transit service, the following objectives were established to guide development of a short-range plan, which treats the entire study area:

1. To extend service to populated areas and major facilities not presently served;

2. To achieve greater efficiency in the use of equipment and manpower in present operations;

3. To provide increased rural transit service; and,

4. To provide improved passenger amenities and develop strategies for marketing available services.

The following proposals are made to meet these objectives:

A. NEW ROUTES:

   1. Shore Mall - Atlantic County Medical Center - Stockton State College

B. ROUTE EXTENSIONS:

   2. Brigantine - Atlantic City - Pleasantville - Shore Mall

   3. Atlantic City - Pleasantville - Absecon - Seaview - Atlantic County Medical Center - Stockton State College

C. COMBINED ROUTES:

   4. Chelsea - Ventnor Heights - Bungalow Park

   5. Longport - Margate - Ventnor - Venice Park

D. EXPANDED SERVICES:

   6. Mays Landing

   7. Atlantic City - Ocean City via New Road (Route 9)

E. EXPANDED JITNEY SERVICES:

8. Coolidge - Amherst Shuttle

Management and Ownership Options

Providing an integrated public transportation system in Atlantic County will require coordination of routes and schedules for interrelated transit and paratransit operations.

A primary concern of Atlantic County is the future of the Atlantic City Transportation Company and the service it provides to residents of urbanized mainland and shore communities.

Atlantic County has not been able to exercise control of public transportation policy within its own jurisdiction. This situation should be corrected and the County should be given a greater role in formulating transportation policy, and in implementing plans to carry out these policies.

A review of alternative courses of action indicates the following options for the County:

1. Maintain Status Quo - This option assumes continued private ownership/operation and subsidy payments by State and County. This approach has proved unacceptable to the County.

2. Greater County Involvement - This may be achieved with cooperation of State and UMTA funding programs through one or more of the following actions:

   a. Establish urban area transit district with either ACTC operation or district operation. The transit district would have authority to purchase ACTC, or to maintain, with the State,

the active role of establishing basic service policies and control of routes, schedules, and fares.

b. Establish rural area transit district for control or coordination of existing operators or direct district operation.

c. Establish County ownership of the urban area system. This option can be accomplished through an urban area transit district or directly by the County government. Operations of ACTC services could be achieved by contracting for continued operation either by the ACTC staff or by a management team under contract with the County.

3. Create a strong County Transportation Board to assume ownership, management, or policy control, and direction under any of plans 2 a-c above. Creation of such a board as a vehicle for County policy control of ACTC operations is of great importance in implementation of the Immediate Action Plan. It is recommended this step be taken immediately by the County to establish a public body whose members can become familiar with public transportation issues on a continuing basis and oversee negotiations with the State and ACTC on policy matters.

If the County elects to purchase the ACTC, considerations of management and cost implications should be given thorough study. Annual costs of a management contract with a professional management team may cost more in direct salary charges, but may be advantageous to the County in using the professional managers for more experienced negotiations with labor representatives.

The report concludes with the recommendations for the County to adopt the following strategy:

1. Review and approval of Immediate Action Plan, as depicted in Figure A.

2. Establish a strong County Transportation Board.

3. Approval of Plan by New Jersey Department of Transportation.

4. Agreement by ACTC to implement the Plan.

5. Aggressively monitor the improved ACTC services and make adjustments, where necessary.

6. Develop details of improved Countywide coordination of rural transit operations.

7. Allow at least one year of experience with the Plan prior to a decision on possible purchase of ACTC.

·LEGEND·

- Egg Harbor Dial·A·Cab
- Hammonton Dial·A·Bus
- Cross County Bus Route
- Interface Point

	EXISTING ROUTES	NEW ROUTE	ROUTE EXTENSION	COMBINED ROUTES	EXPANDED SERVICE
Shore Mall-Atlantic Co.-Medical Ctr.					
Brigantine-Atlantic Co.-Shore Mall					
Atlantic City-Pleasantville-Absecon-Stockton State College					
Chelsea-Ventnor Hts.-Bungalow Park					
Longport-Margate-Ventnor-Venice Park					
Mays Landing					
U.S. 9-Northfield-Linwood-Somers Point-Ocean City					
Coolidge-Amherst-Shuttle (Jitney)					

▲— Load Count Location

FIGURE A

·LEGEND·

- Egg Harbor Dial-A-Cab
- Hammonton Dial-A-Bus
- Cross County Bus Route
- Interface Point

	EXISTING ROUTES	NEW ROUTE	ROUTE EXTENSION	COMBINED ROUTES	EXPANDED SERVICE
Shore Mall-Atlantic Co.-Medical Ctr.					
Brigantine-Atlantic Co.-Shore Mall					
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Chelsea-Ventnor Hts.-Bungalow Park					
Longport-Margate-Ventnor-Venice Park					
Mays Landing					
U.S. 9-Northfield-Linwood-Somers Point-Ocean City					
Coolidge-Amherst-Shuttle (Jitney)					

▲— Load Count Location

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BUS TRANSPORTATION PROGRAM
ATLANTIC COUNTY AND OCEAN CITY
ATLANTIC COUNTY PUBLIC TRANSPORTATION STUDY

FIGURE A

Chapter 1

INTRODUCTION

Atlantic County, as most counties with a major portion of its development within a metropolitan area, has built up a significant reliance on public transportation over its history. Patterns of development of Atlantic County have been dominated by the rapid growth of the ocean front on Absecon Island in the mid-1800's as a resort community and, more recently, the sub-urbanization of the area along the mainland just to the north and west of the island communities, largely since the construction of the Garden State Parkway and the Atlantic City Expressway as improved highway links between the oceanfront communities and major metropolitan areas around Philadelphia and New York. The remainder of Atlantic County to the north and west of the Garden State Parkway, and the so-called off-shore communities of Absecon, Pleasantville, Northfield, Linwood and Somers Point, has remained as basically a rural county with farms a predominant part of the land use. In the recent past, however, there has been some influx of industry into the smaller communities in the western part of the county, notably around Hammondton, in the Mays Landing area, and along New Jersey Route 54 on the western fringe of the county in Folsom and Buena.

Public transportation in the rural portion of the county is provided by inter-city bus services between Philadelphia and Atlantic City, Ocean City, and Wildwood, as well as between Bridgeton and Vineland and New York City via New Jersey Route 54 along the western edge of the county. Supplementing the inter-city service there has been only the bus service for school students until the last few years, when transportation services have been provided by a variety of social service agencies to provide transportation for special segments of the population to selected destinations or for limited purposes.

While this study was undertaken as a county-wide study, in order to make the urban portions of the study area consistent with the Atlantic City Urban Area Transportation Study area, the City of Ocean City, adjacent to Atlantic County along the ocean front to the south and the northernmost community in Cape May County, was included. Ocean City is the terminus of a major bus route of the Atlantic City Transportation Company which operates from Atlantic City through the off-shore communities of Pleasantville, Northfield, Linwood, and Somers Point and across the bay to Ocean City on a regular and frequent schedule throughout the day. Otherwise, Ocean City is linked to Atlantic City by service provided by Transport of New Jersey and Lincoln Transit Company which operate buses between Cape May and New York City through the ocean front community. Ocean City also has bus service to Philadelphia via Transport of New Jersey buses on a limited basis.

The pattern of development in Atlantic County is one of significant growth in suburban areas, generally in the mainland or off-shore communities, while the community of Atlantic City has declined in population. Decentralization of population, land uses, and jobs has been a significant factor in development trends in Atlantic County during the past two decades.

While these changes in development patterns have occurred, the bus service provided by Atlantic City Transportation Company has not adjusted to the suburban growth or population decentralization. Since the Atlantic City Transportation Company services are the core to public transportation in the study area, major emphasis has been directed toward upgrading these services as part of an immediate action plan. The study area for this report is shown in Figure 1.

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FIGURE 1

While this study was undertaken as a county-wide study, in order to make the urban portions of the study area consistent with the Atlantic City Urban Area Transportation Study area, the City of Ocean City, adjacent to Atlantic County along the ocean front to the south and the northernmost community in Cape May County, was included. Ocean City is the terminus of a major bus route of the Atlantic City Transportation Company which operates from Atlantic City through the off-shore communities of Pleasantville, Northfield, Linwood, and Somers Point and across the bay to Ocean City on a regular and frequent schedule throughout the day. Otherwise, Ocean City is linked to Atlantic City by service provided by Transport of New Jersey and Lincoln Transit Company which operate buses between Cape May and New York City through the ocean front community. Ocean City also has bus service to Philadelphia via Transport of New Jersey buses on a limited basis.

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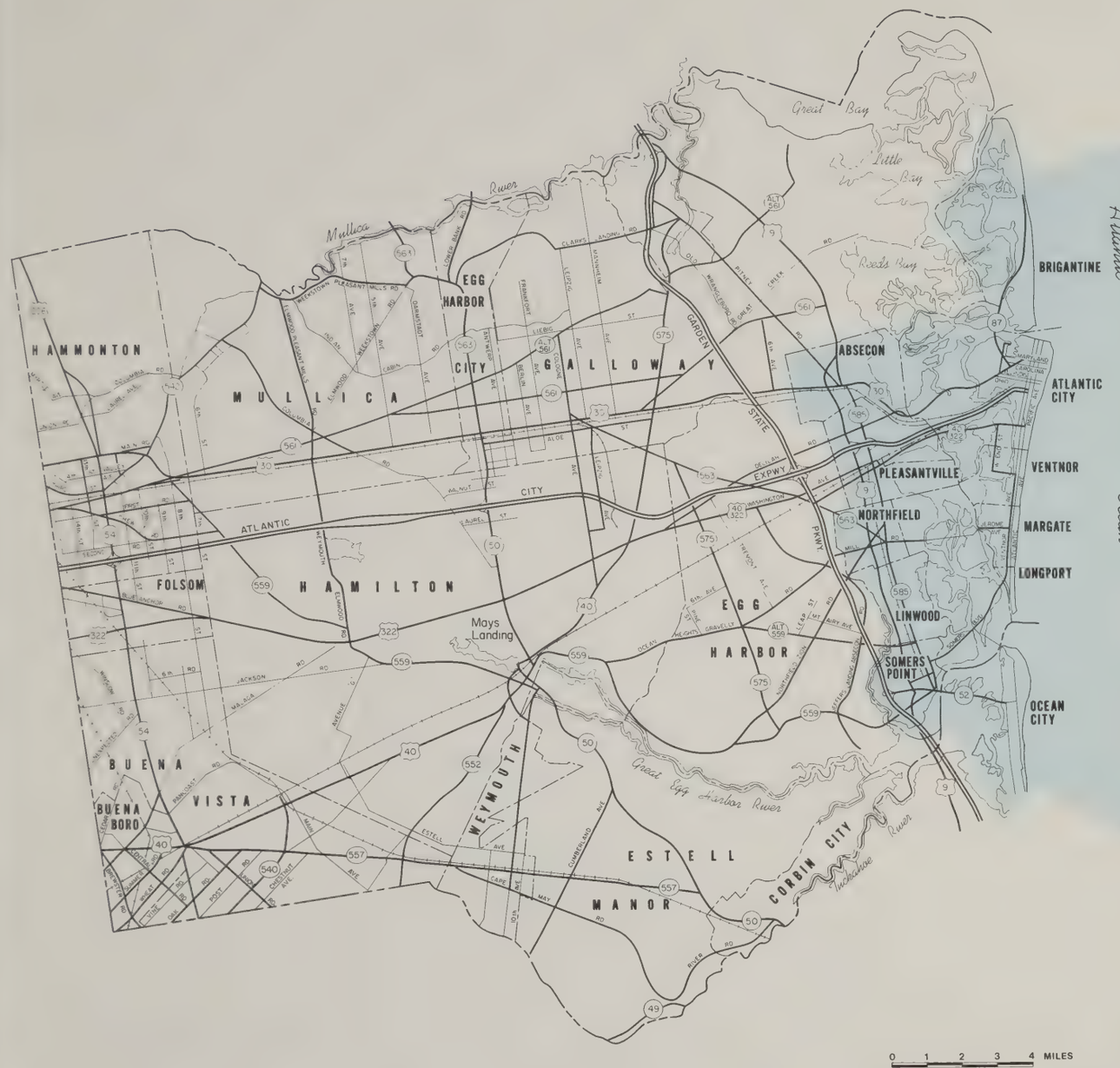

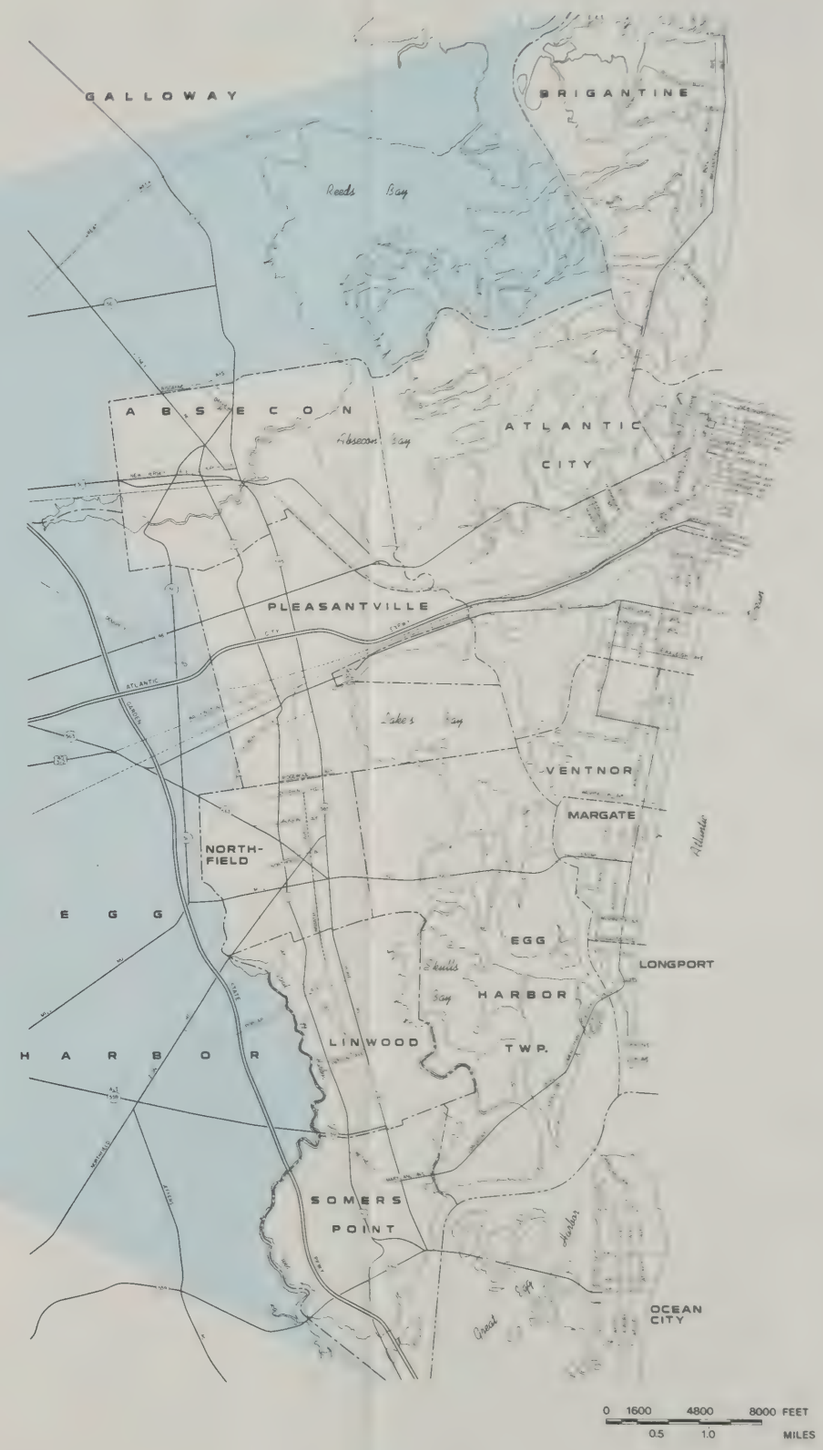

ATLANTIC COUNTY COMMUNITIES AND OCEAN CITY

ATLANTIC COUNTY PUBLIC TRANSPORTATION STUDY

Wilbur Smith and Associates

FIGURE 1

Scope of Work

This report is the final element in a four-phase work program that has identified ten individual tasks. Throughout the conduct of the work on the various tasks, meetings have been held with the Atlantic County Public Transportation Board at the outset of the study and with representatives of the County Administrator's Office during the latter portion of the study, with the staff of the Atlantic County Planning Department providing continuing liaison throughout the work effort. The study work has been reviewed by the Atlantic County Urban Area Transportation Study at various times throughout the work program, most notably when the immediate action plan was presented to the community for review.

The ten individual work tasks which have been undertaken on this project include the following:

Task 1 - Reconnoiter System and Collect Data
Task 2 - Develop Immediate Action Plan
Task 3 - Collect Supplementary Data
Task 4 - Analyze and Evaluate Present System
Task 5 - Identify and Rank Potentials
Task 6 - Review Institutional Framework
Task 7 - Evaluate Management Options
Task 8 - Develop Transit Improvement Plan
Task 9 - Estimate Project Costs and Revenues
Task 10- Draft Final Report

Work Procedures

This study was developed as a cooperative study between the Consultant and the Atlantic County Planning Department. Major efforts in data collection and assembly of base mapping, calculation

of statistics, land use and major generator data, and participation in field studies, was made a part of the total work program at the outset. As noted above, progress reports and review meetings with County freeholders and other officials, the Department of Planning Staff, the County Planning Board, and the Public Transportation Board, have provided local citizen input throughout the course of the work.

Problems and Opportunities

When the study was initiated, it was apparent that the major areas which would be addressed in the development of improvements to public transportation in Atlantic County would be focused on the upgrading of and development of increased responsiveness of existing local transit services. This principally involved the Atlantic City Transportation Company and the routes and schedules which they operate throughout the urbanized portion of the county. However, it was also acknowledged that the absence of any coordinated public transportation due to the desires and needs of the rural residents of the County was a major shortcoming of the existing system. Field studies were designed to obtain information which would permit the study to develop proposals for improving rural services and for expansion of some of the existing urban services to provide a better interface between rural and urban transportation needs.

To develop this type of study detail, it was necessary to review and expand upon the information regarding the population and employment distributions within the County and to evaluate the patterns of shopping, medical-dental, and recreational trips which make up a substantial part of the total person movement in the County. Sample information has been obtained in each of these areas and is presented in the following pages.

One of the major questions which has also been in the forefront throughout the study has concerned an administrative structure to provide most effectively for public transportation both now and in the future for Atlantic County. Questions of the extent to which the county government should become involved in public transportation have been of long and continuing consideration throughout this study effort.

This report deals with all of the work outlined herein and treats the problems and opportunities as they were initially identified and subsequently observed in the collection of field data and travel demand information.

Chapter 2

PRESENT TRANSPORTATION SERVICES IN ATLANTIC COUNTY

Atlantic County and Ocean City are served by a total of seven public transportation systems:

- Atlantic County Transportation Company, an essentially urban mass transit carrier with service presently in the eastern portion of Atlantic County and Ocean City.
- Atlantic City Jitneymen's Association, a cooperative of privately-owned jitneys, operating entirely within Atlantic City.
- Ocean City Jitney service, a city-owned and financed system operating entirely within Ocean City.
- Intercity carriers providing service to and from Atlantic City and Ocean City between points in New Jersey, New York, Pennsylvania, and other interstate points.
- Special Transportation Services, unscheduled social service transportation throughout Atlantic County.
- School bus system throughout all jurisdictions within the study area.
- Taxis totalling 170 active licenses in Atlantic City as well as up to 50 in surrounding urban area communities and small rural towns.

These public transportation systems are described in the following sections:

Atlantic City Transportation Company

Local bus service is provided by the Atlantic City Transportation Company. The company presently operates seven routes, providing service to shore communities from Brigantine to Ocean City and to communities in the urbanized sections of the mainland, from Somers Point to Absecon and Seaview. Routes operated by ACTC are shown in Figure 2.

The Atlantic City Transportation Company was formed in 1945 and was purchased by its present owners in 1954, and is still privately owned. It is the major public transportation carrier in the County and is heavily subsidized. The subsidy payment of $720,437 for 1975 represented approximately $0.20 per passenger.

The ACTC current operations include Atlantic City to Longport, consisting of four variations that can be considered as separate routes, and an off-shore[1] operation between Atlantic City and Pleasantville, Seaview, Somers Point and Ocean City. In addition, it operates the route of the former Atlantic City-Brigantine Coach Company, which abandoned service August 9, 1971, under contract with the State of New Jersey and a route from Atlantic City to May's Landing, under a county subsidy.

The base fare for the Atlantic City Transportation Company system was recently increased from $0.30 for a one-zone ride with zones up to a maximum of $0.60, to $0.35 for a one-zone ride with

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(1) Local terminology meaning the mainland.

·LEGEND·

BUS ROUTE DESIGNATION

(1) Atlantic City Transportation Co.

(2) Garden State Coachways

(3) Lincoln Transit Co., Inc.

(4) Transport Of New Jersey

Existing Bus Route

Wilbur Smith and Associates

FIGURE 2

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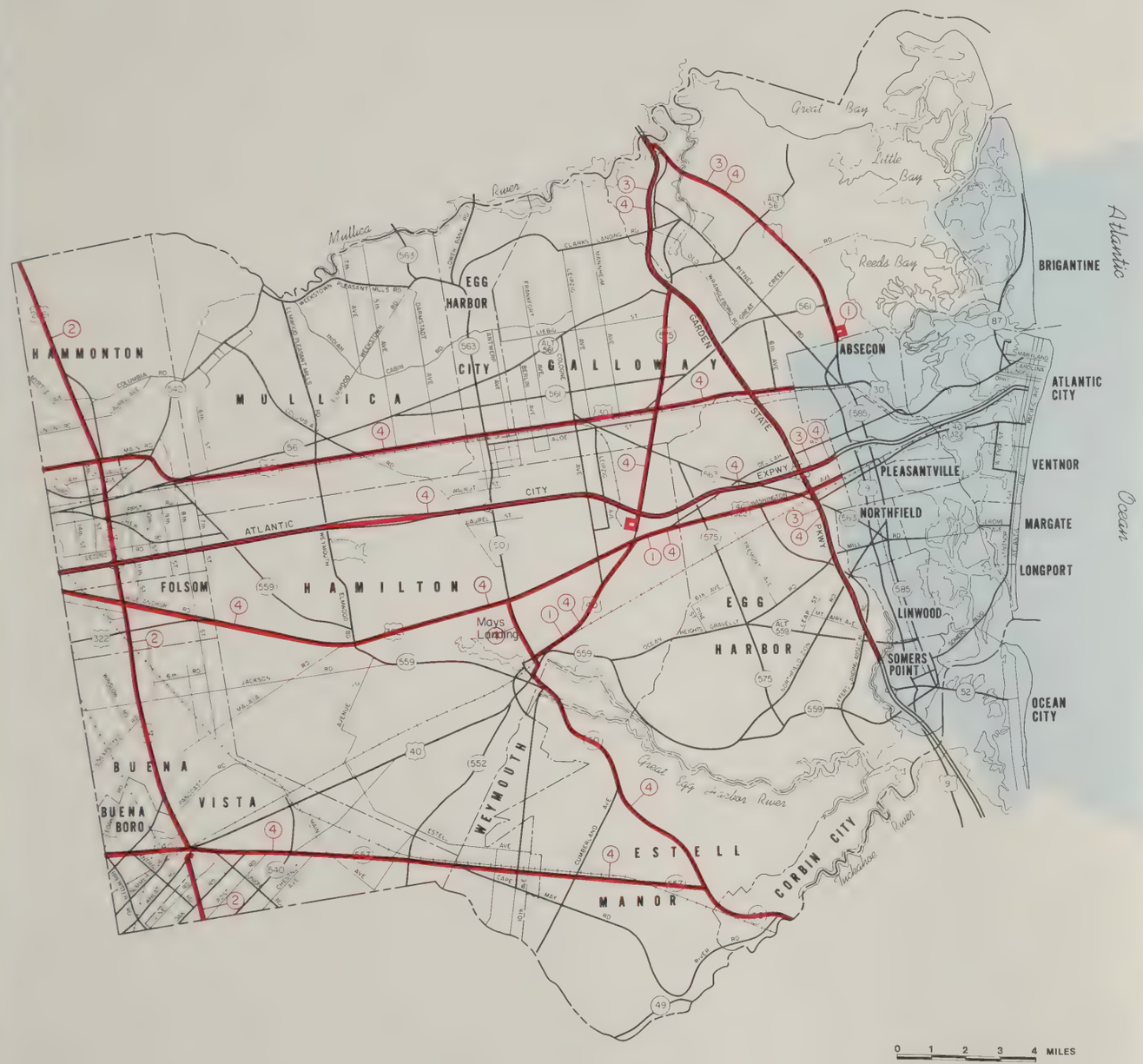
(1) Local terminology meaning the mainland.



·LEGEND·

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② Garden State Coachways

③ Lincoln Transit Co., Inc.

④ Transport Of New Jersey

Existing Bus Route

Wilbur Smith and Associates

EXISTING BUS ROUTES
ATLANTIC COUNTY AND OCEAN CITY
ATLANTIC COUNTY PUBLIC TRANSPORTATION STUDY

FIGURE 2

zone fares up to a maximum of $0.70 for trips between Ocean City, Longport, Margate, Pleasantville and Atlantic City. A separate school fare structure has been provided for service between all zones in the system. This fare was two thirds of the regular fare, but effective March 1, 1976, the New Jersey Public Utilities Commission ordered all school fares to be increased to the full adult fare. This action was taken due to the lack of adequate subsidy funds. The fare structure also provides for transfers which may be purchased at $0.05 for changes in route. The company is also participating in the New Jersey Senior Citizen half-fare program which has not been affected by subsidy cutbacks.

Atlantic City Transportation Company has been a participant in New Jersey's operating subsidy program since the inception of the program in fiscal year 1970. Records of annual subsidy payments for the program are set forth in Table 1.

Present fixed route service, as provided by ACTC, employs 42 buses, including spares and mechanically out-of-service buses. Nine of the fleet are suburban models used on longer routes and specials. In 1973 the New Jersey Department of Transportation leased five 45-passenger buses to ACTC and are in the process of placing an additional 20 new units, on a lease basis, into the ACTC fleet. Six will be 45-passenger models and 14 will be 35-passenger models. These new buses will increase the number of air-conditioned units to 34, or 81 per cent of the fleet. As shown in Table 2, the vehicles range in age from one year to 21 years and have seating capacities from 35 to 53 passengers.

The general mechanical condition of the fleet is very good. The older buses appear to have been incorporated into a conscientiously applied preventative maintenance program and are

Table 1

SUBSIDY PAYMENTS TO ALTANTIC CITY
TRANSPORTATION COMPANY
1970-1975

FISCAL YEAR	PAYMENT[1]
1970	$ 221,666
1971	232,000
1972	360,000
1973	357,500
1974	572,000
1975	720,437
1976	870,743[2]

(1) Includes County contribution which is paid to the State.

(2) Estimated by New Jersey Department of Transportation.

SOURCE: New Jersey Department of Transportation, Bureau of Motor Bus.

Table 2

EQUIPMENT LIST
Atlantic City Transportation Company
September, 1976

ITEM	NUMBER	MAKE	YEAR	MODEL	SEATING	PUC NO.
1	7825	Flxible	1976	3096-6-A	35	N/A (1)
2	7826	Flxible	1976	3096-6-A	35	N/A
3	7827	Flxible	1976	3096-6-A	35	N/A
4	7828	Flxible	1976	3096-6-A	35	N/A
5	7829	Flxible	1976	3096-6-A	35	N/A
6	7830	Flxible	1976	3096-6-A	35	N/A
7	7831	Flxible	1976	3096-6-A	35	N/A
8	7832	Flxible	1976	3096-6-A	35	N/A
9	7833	Flxible	1976	3096-6-A	35	N/A
10	7834	Flxible	1976	3096-6-A	35	N/A
11	7835	Flxible	1976	3096-6-A	35	N/A
12	7836	Flxible	1976	3096-6-A	35	N/A
13	7837	Flxible	1976	3096-6-A	35	N/A
14	7838	Flxible	1976	3096-6-A	35	N/A
15	9334	Flxible	1976	45102-6-A	45	N/A
16	9335	Flxible	1976	45102-6-A	45	N/A
17	9336	Flxible	1976	45102-6-A	45	N/A
18	9337	Flxible	1976	45102-6-A	45	N/A
19	9338	Flxible	1976	45102-6-A	45	N/A
20	9339	Flxible	1976	45102-6-A	45	N/A
21	8433	GMC	1973	T6H-4523-A	45	28373
22	8434	GMC	1973	T6H-4523-A	45	28374
23	8435	GMC	1973	T6H-4523-A	45	28375
24	8436	GMC	1973	T6H-4523-A	45	28376
25	8437	GMC	1973	T6H-4523-A	45	28379
26	301	GMC	1964	SDM-5302	49	27682
27	302	GMC	1964	SDM-5302	49	27683
28	4504	GMC	1963	SDH-4502	45	23220
29	4505	GMC	1963	SDH-4502	45	23221
30	4506	GMC	1963	SDH-4502	45	23222
31	4907	GMC	1963	SDH-5302	53	23202
32	4908	GMC	1963	SDH-5302	53	23203
33	4909	GMC	1963	SDH-5302	53	23204
34	4904	GMC	1962	SDH-5301	49	22683
35	34	GMC	1957	TDH-4512	44	27987
36	35	GMC	1957	TDH-4512	44	27971
37	30	GMC	1956	TDH-4512	43	27621
38	33	GMC	1956	TDH-4512	43	27622
39	3902	GMC	1955	TDH-4512	39	18931
40	3903	GMC	1955	TDH-4512	39	18932
41	3906	GMC	1955	TDH-4512	44	18935
42	3907	GMC	1955	TDH-4512	39	19836

(1) Not Assigned.

still operational after over 20 years of service but, due to age, require replacement because of metal fatigue in the structural strength of the vehicles.

Jitneys

Local jitney service was initiated in Atlantic City in 1915, operating on very short headways up and down Pacific Avenue, providing convenient public transportation parallel to the Boardwalk. Jitneys have grown popular over the years with people attending conventions, tourists, and vacationers in the ocean resort city and their use has been sufficient to keep as many as 162 driver-owners profitably functioning on a schedule averaging about four days per week.

Jitneys operate on Pacific Avenue, one block from the Boardwalk and also one block from the Atlantic City Transportation Company's main route on Atlantic Avenue. The jitney route also serves other streets, and shares a section of Ventnor Avenue, south of Albany Street, with a route of the Atlantic City Transportation Company.

Jitneys are a profitable operation. Each jitney is privately owned and owner-driven. A non-profit cooperative, the Atlantic City Jitneymen's Association, provides self-regulation and coordination, subject to the control of the city government.

The base fare on all jitneys is $0.35 to ride the complete route or any portion thereof. The Jitneymen's Association is a participant in the Senior Citizen reduced fare program sponsored by the New Jersey Department of Transportation.

Ocean City Jitneys

Ocean City owns and operates four small jitney-type buses seating 12 passengers each. Base fare is $0.25 and the senior citizen fare is $0.15. Fare box revenue does not meet the cost of providing service, and revenue is augmented by general revenues from the City's tax base.

All weekday and Saturday southbound trips operate via the Ninth Street Bus Terminal and Palmer Shopping Center. Deviation to Wesley Manor, Municipal Airport, Merion Park, and Ocean City Homes will be made by the jitney on all trips, only upon request. Southbound passengers boarding at Ocean City Homes, Wesley Manor, and Municipal Airport must board the northbound jitney, then transfer to the southbound jitney on Asbury Avenue.

Service begins at each end of the route at 7:45 A.M. (winter schedule), with the last trips departing the south and north ends of the line at 5:15 P.M. and 6:00 P.M., respectively. Service is operated throughout the day at 45-minute intervals, or headways, with the exception of a mid-day break between 12:15 and 2:00 P.M. northbound and 11:30 A.M. and 1:15 P.M. southbound.

The winter population of Ocean City is slightly over 11,000 residents, but during the summer the population swells to over 150,000.

Regular service is supplemented during the period from June 23 through August 30 by a leased school bus-type vehicle. The first trip operates from 59th Street and Asbury Avenue northbound to Sixth Street and Atlantic Avenue. Northbound trips depart 59th Street and Asbury Avenue at 12:00 o'clock noon through

every hour on the hour until 11:00 P.M. Southbound trips begin at Sixth and Atlantic departing at 12:30 P.M. and operate every hour on the half-hour.

Each vehicle is equipped with a two-way radio and maintains communications with the operating department.

Intercity Service

Atlantic County is served by four intercity carriers:

1. Transport of New Jersey;
2. Lincoln Transit;
3. Garden State Coachways; and,
4. Continental Trailways.

The services of these carriers are briefly described below. The routes of intercity carriers in Atlantic County were shown in Figure 2.

1. Transport of New Jersey - This statewide bus company operates trips out of Atlantic City Municipal Bus Terminal to and from Cape May, Philadelphia, and New York.

2. Lincoln Transit Company - This company is based in Lakewood, New Jersey, and provides service between Cape May and New York. Lincoln Transit and Transport of New Jersey (TNJ) did have separate terminals diagonally across from each other at the Arkansas-Arctic Avenues intersection in Atlantic City. Combined utilization of the Atlantic City Terminal by TNJ and Lincoln

Transit has been recently implemented and both carriers now share this facility.

Transport of New Jersey and Lincoln Transit share common routes within Atlantic County, and these are described below:

Lincoln Transit Company and Transport of New Jersey make intermediate stops, in both directions, at Ventnor City, Margate City, and Longport to receive and discharge passengers in either direction on their New York-Cape May routes. Three trips are operated by each company adding six daily trips to service already supplied by Atlantic City Transportation Company.(2)

Additional service is operated by Transport of New Jersey from Hammonton, Egg Harbor, Absecon, and Pleasantville to Atlantic City and return. This service is part of a through route between Atlantic City and Philadelphia. Passengers may board any one of 14 weekday local trips, in either direction, destined to any intrastate point along the White Horse Pike from Hammonton to Absecon, Absecon to Pleasantville, and Pleasantville to Atlantic City. Lincoln Transit (LT) and Transport of New Jersey both provide intracounty service between New Gretna and Atlantic City with intermediate stops at

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(2) Russell's Official National Motor Coach Guide, Table 2402, September, 1975.

Smithville, Absecon, and Pleasantville. The carriers offer a total of 19 trips operated in both directions.

As part of a Philadelphia to Ocean City route, operated by TNJ, intrastate service is provided from Collings Lake to Ocean City with intermediate stops at May's Landing, Pleasantville, Northfield, Linwood, and Somers Point to Ocean City. Two trips are provided daily in each direction. Additional intracounty service is provided by TNJ from Collings Lake to Corbin City, twice daily in each direction, making an intermediate stop at May's Landing to receive and discharge passengers.

3. Garden State Coachways - This carrier operates through service from Bridgeton to New York City making approximately ten daily trips in each direction from Buena to Hammonton. Garden State Coachways may receive or discharge passengers in either direction, anywhere within Atlantic County.

4. Continental Trailways - This bus company provides interstate service between Atlantic City and Philadelphia. Originating trips at Atlantic City operate non-stop to Camden and Philadelphia; returning trips operate express and limited stops.

One daily trip is provided from Philadelphia which stops in Absecon then continues to Atlantic City. Inbound trips stop in Pleasantville to discharge passengers only. Additional Trailways service is provided from Atlantic City to Washington, D.C., via Baltimore. These schedules will accept interstate passengers only while operating in the State of New Jersey. The number of trips operated by Trailways is adjusted seasonally.

Special Transportation Services - In addition to scheduled regulated carriers and jitneys, several public and private agencies provide transportation services for special trip purposes and target groups throughout the County, both in the urban and rural areas. These transportation services range from demand activated modes to fixed and float routes on a scheduled and non-scheduled basis. A survey of these services conducted during the October-December period of 1975 identified these agencies, type of service provided, equipment employed, and emphasis group. The results of this survey are shown in Table 3. Major suppliers of these services are Senior Citizen Groups, educational and vocational institutions, and youth service organizations. Many of the users of these services may make reservations for medical, shopping and other essential purposes.

School Bus Transportation

As in nearly every city and county which includes significant suburban and rural development today, the transportation of school students utilizes the largest fleet of buses in the community. This appears true in Atlantic County, where school buses

Table 3

SPECIAL TRANSPORTATION SERVICES IN ATLANTIC COUNTY

ORGANIZATION	TYPE VEHICLE	NUMBER	CAPACITY	TRIP PURPOSE	FUNDING	TYPE OF SERVICE	EMPHASIS GROUP	DAILY HOURS OF OPERATION
Buena Area Outreach	Bus	1	N/A	Medical Recreational	N/A	Subscription Demand Activated	Senior Citizens	N/A
Galloway Area Outreach Office on Aging	Van	1	N/A	Medical Shopping Recreational	N/A	Subscription Float Schedule	Senior Citizens	3.5
Township of Egg Harbor Outreach Office on Aging	Bus	1	N/A	Medical Shopping	N/A	Subscription Float Schedule	Senior Citizens	N/A
Atlantic County Nutrition Project	Van	2	2-12 pass 1-15 pass	Meals Shopping	Federal; County	Fixed Route Scheduled	Senior Citizens	N/A
Atlantic County Association for Mental Health	Van	1	11-pass	N/A	Private for van; CEJA for Driver	Reservation Fixed Route	N/A	8
Atlantic County Office on Aging								
Senior Citizens Service Center	Minibus	1	10-pass	Meals	Title 7	Subscription Fixed Route	Senior Citizens	3
Atlantic County Homemaker Home Health Aid Service	Private Car	-	-	Health	N/A	Demand Activated	Ill	N/A
Division of Youth and Family Services	Cars	20	5-pass	Social Work	State	Demand Activated	Youth	8

(continued)

Table 3 (cont'd.)

ORGANIZATION	TYPE VEHICLE	NUMBER	CAPACITY	TRIP PURPOSE	FUNDING	TYPE OF SERVICE	EMPHASIS GROUP	DAILY HOURS OF OPERATION
Atlantic City Housing Authority Senior Citizens Outreach Program	Van	2	1-8 pass 1-12 pass	Health Medical	Title 3 Older Americans Act	Demand Activated Float Schedule	Senior Citizens	7.5
Hammonton Action Center	Bus	N/A	N/A	General	N/A	Float Schedule	Senior Citizens General	N A
Harborfields	Station Wagon Car	2 2	6-pass 5-pass	Court; Work programs, etc. Recreational	SLEPA- County	Float Schedule		N A
Pre-School - Atlantic County Unit NJARC	Minibus	N/A			United Way; County	Fixed Route and Schedule	Pre-School Children	3.0(split) AM and PM
Catholic Social Services	Private Car	N/A	5-pass	General	Private	Reservation	N/A	On call
Retired Senior Volunteer Program (Part of ACTION)	None	N/A	N/A	Meals on Wheels	ACTION	Scheduled	Senior Citizens	N A
Atlantic City; Communits Alcohol Rehabilitation Program	N/A	N/A	N/A	Transport to Detoxification Center and Treatment Center	Atlantic City	On Call	Alcoholics	On Call
Margate City	School Bus	1	N/A.	Special Destinations	Margate City	Reservation	Local Needs	N A
Atlantic Community College	Bus	1	N/A	School	Atlantic Community College	Fixed Route	Atlantic Community College	
Atlantic County Opportunity Center	Bus Van	1	1-40 pass	Work	3rd Party Fee for Serice (DUR)	Fixed Route and Schedule	Handicapped	2
Atlantic Human Resources, Inc.	Minibus Station Wagon	5 2	N/A 2-6 pass	School	HEW and CSA	Fixed Route and Schedule	Children (Head Start Classes)	8

SOURCE: Compiled by Wilbur Smith and Associates from survey by Atlantic County Planning Board, with cooperation of Interagency Council of Atlantic County, Inc.

number at least 290 and the public transportation fleet based in the county totals only 42 Atlantic City Transportation Company and 21 Transport of New Jersey buses.

With the school bus fleet operating a limited schedule based on school hours, it can be seen that this large fleet of vehicles offers at least the surface potential for providing transportation where it is otherwise lacking in rural portions of Atlantic County.

The inventory of school transportation programs for each of the school systems in Atlantic County is set forth in Table 4. In addition to fleet requirement, vehicle ownership and operating schedules, a variety of other data are also presented. The total bus requirement appears to be 163 for elementary schools, 47 for parochial schools, and 76 for public high schools. While there may be some interchange of equipment, there is not a lot, and thus the total school bus requirement of the county appears to be about 286 buses. Contracted, as compared with district operated services, appear about equally split for elementary school service, while the parochial school service is mostly contracted, and the public high school service is chiefly school-district operated.

Taxis in Public Transportation

For many years taxis have been the only form of public transportation available in many small communities. Taxis have become an increasingly popular mode of travel among planners interested in demand-responsive transportation. It is this type of service which the taxi has historically provided, although many cabs have tended toward group riding to achieve better load factors in recent years.

Table 4

ATLANTIC COUNTY SCHOOL BUS OPERATIONS

	PUBLIC ELEMENTARY SCHOOLS				PAROCHIAL SCHOOLS				PUBLIC HIGH SCHOOLS AND VO-TECH SCHOOLS			
JURISDICTION	Bus Service Provided	Operator	No.of Buses	Hours of Operation	Bus Service Provided	Operator	No.of Buses	Hours of Operation	Bus Service Provided	Operator	No.of Buses	Hours of Operation
Absecon	Yes	G. Hoenes	1	--	No	--	-	--	Yes	G. Hoenes	2	--
Atlantic City	No	(Passes issued for ACTC for students over 2 miles from elementary school.)			Yes	Safety Bus Co.	10	8:30-2:15	No	(Passes issued for students living 2.5 miles from ACHS.)		
Brigantine	Yes	Safety Bus Co.	11		Yes	Safety Bus Co.	6	8:30-2:15	Yes	Safety Bus Co.	3	8:05-9:00 3:10-4:05
Buena	Yes	District	2	8:15-9:10 2:30-3:50	Parochial high school students paid $200 transport aid in lieu of transportation.				Yes	District	2	7:30-7:55 2:00-2:45
Buena Vista Twp.	Yes	District	2	8:15-9:10 2:30-3:50	Parochial high school students paid $200 transport aid in lieu of transportation.				Yes	District	2	7:30-7:55 2:00-2:45
Corbin City	Yes	District Owned	1	--								
Egg Harbor Twp.	Yes	DistrictOwned	40	--	Yes	Geo. Hoenes	2		Yes	District	35 (shared)	
Egg Harbor City	Yes	May's Taxi Service (One contract route)	1	--	Yes	Geo. Hoenes (Students living 2.5 miles from Holy Spirit paid $200 in lieu of transportation.)	2		Yes	District Owned	31 (shared)	7:48-12:48
Estell Manor	Yes	Geo. Hoenes	3						Yes	Geo. Hoenes		8:00-2:15
Folsom	Yes	(Coast City) contract routes			Yes	Contracted by Folsom Board of Ed.			Yes	Co-city to Hammonton High		8:00-2:15
Galloway Twp.	Yes	Geo. Hoenes	38						Yes	District owned	35 (shared)	7:48-12:48
Hamilton Twp.	Yes	Geo. Hoenes Dist. Oper.	14 19	8:40-3:15 8:15-3:55	Paid $200 in lieu of transportation.				Yes	District owned	31 (shared)	12:48-5:48
Hammonton	Yes	District Owned Warwick Bus. Ser.	10 2		Yes	Persons residing 2.5 miles from school - Hammonton Buses Part of Linwood-Northfield			Yes	District owned & Warwick Co.	2	8:00-2:15
Linwood	No				Yes	Safety Bus Co.	4		No			7:30-12:30 12:20-4:40
Longport	Yes	District Owned	1		Yes	Safety Bus Co.	Used half of Ventnor System		Yes	Passes on ACTC issued if students live beyond 2.5 miles from school		
Margate	No				Yes	Safety Co.	5		Yes	Passes on ACTC issued if students live beyond 2.5 miles from school.		
Mullica Twp.	Yes	Geo. Heones	10			Paid $200 in lieu of transportation.			Yes	District owned	31 (shared)	12:48-5:48
Northfield	No				Yes	Safety Bus Co.	4		Yes	District		7:30-12:00 12:20 -4:40
Pleasantville	No				Yes	Geo. Hoenes	1			If students live beyond 2.5 miles from school.		8:30-3:10
Port Republic	Yes	Geo. Hoenes	1		Yes	Same bus contracted for Pleasantville	1		Yes	District		7:30-12:20 12:20-4:40
Somers Point	Yes	Geo. Hoenes 1 Bus Load from Beasleys Point Bridge to Dawes Ave. School			Yes	Safety Bus Co. Part of run of 4 buses-- Northfield-Linwood	4		Yes	District If students live beyond 2.5 miles from school.		7:30-12:20 12:20-4:40
Ventnor	Yes	Municipally Owned	6		Yes	Safety Bus Co.	6		No	Passes on ACTC issued if students live beyond 2.5 mi. from school.		
Weymouth Twp.	Yes	District Owned	3		Yes	Geo. Hoenes Students living over 2.5 mil. paid $200 in lieu of transportation.	2 bus routes		Yes	District Owned		8:00-2:15
TOTAL			163				47				76	

While no accurate count has been obtained, it is estimated that there may be as many as 220 taxis actively operating in Atlantic County. It is known that Atlantic City has issued 250 taxi licenses, of which 170 are actively utilized. The balance of the cabs are located in the small towns throughout the County and offer demand-responsive transportation for a fee which covers operating costs.

Present taxi rates in Atlantic City are based on the following rate schedule:

$0.65 - first one seventh of mile
$0.10 each additional one seventh mile,
Plus $0.20 per passenger over two.

This fare schedule develops a charge of $1.25 per initial mile and $0.70 for each additional mile for one or two passengers, with the additional cost for each additional passenger.

The importance of taxi travel in Atlantic City can be related to the statistics developed for 1965 internal travel by various public transit modes.

Table 5 summarizes these modes and the number of person trips by each on an average day.

Table 5

PUBLIC TRANSPORTATION IN ATLANTIC CITY
URBAN AREA, 1965

MODE	PERSON TRIPS	PER CENT OF TOTAL
Internal Bus Passenger	20,125	40.0
Internal Jitney Passenger	25,472	50.6
Internal Taxi Passenger	4,738	9.4
TOTAL	50,335	100.0

It is clear that the taxi carried the smallest part of the public transportation load in 1965 and it is not expected that this relationship has changed significantly over the past eleven years. However, it also appears clear that the nearly ten per cent of internal person trips made by taxi are an important element in the economy of the resort community and the possibility of expanded taxi function in the future should be considered.

Chapter 3

DEVELOPMENT PATTERNS

Historically, most of the population and land development has been located in the shoreline communities of Atlantic County. Two bands of development have emerged:

1. The Barrier Beach Islands which include the communities of Brigantine, Atlantic City, Ventnor, Margate and Longport in Atlantic County, and Ocean City, in the northeast corner of Cape May County; and

2. The group of mainland communities separated from the Island communities by a marshland ranging in width from three to six miles. These communities include Absecon, Pleasantville, Northfield, Linwood and Somers Point. Other urban settlements in the northern and western part of the county include Hammonton, Buena, May's Landing, and Egg Harbor.

New Activity Centers - Suburban development has continued to spread toward the western periphery of the mainland communities, where residential, retail and office developments have emerged during the past decade. Other major facilities, constructed by public and private funds in this area, particularly in Galloway and Egg Harbor Townships, have served to generate the suburbanization of Atlantic County. These facilities include Stockton State College, National Air Facilities Experiment Center (NAFEC), the Shore Mall and Cardiff Circle Shopping Centers, and Atlantic Community College in Hamilton Township, north of May's Landing.

All of these facilities have come into being or markedly changed as a result of the construction of the Garden State Parkway which opened up new property for development where it crossed major highway links between Atlantic City and the Philadelphia area.

Population Distribution - Atlantic County presently has a population of about 180,000, and an additional 11,000 persons reside in Ocean City. Projections for Atlantic County indicate a potential population growth to a range of 180,000 to 203,000 population by 1985, representing a moderate growth of approximately 1,000 to 2,000 persons per year. Projections for Ocean City indicate a growth to approximately 13,000 to 14,000 persons by 1980.(1) Table 6 sets forth the most recent estimates (1974) for the individual communities in Atlantic County and Ocean City and also identifies a "low" and "high" estimate for 1985. It would appear that the "low" forecast for 1985 is likely to be exceeded considerably based on 1974 data.

Socioeconomic Characteristics - In view of the moderate population growth projected for Atlantic County and Ocean City, the distribution of population and its socioeconomic characteristics are of prime importance in analysis of transportation needs. Analysis of 1970 census data has been useful for this purpose. A series of illustrations and analyses was prepared, focusing on total population distribution, senior citizen population, automobile ownership, and use of buses for daily commuting patterns. Results of these analyses are briefly described below:

1. Population distribution - As shown in Figure 3, census tracts with the largest population

(1) Projections based on "New Jersey Population Projections 1980-2020", New Jersey Department of Labor and Industry, Division of Planning and Research, Office of Business Economics, 1975.

Table 6

POPULATION ESTIMATES AND FORECASTS
Atlantic County and Ocean City

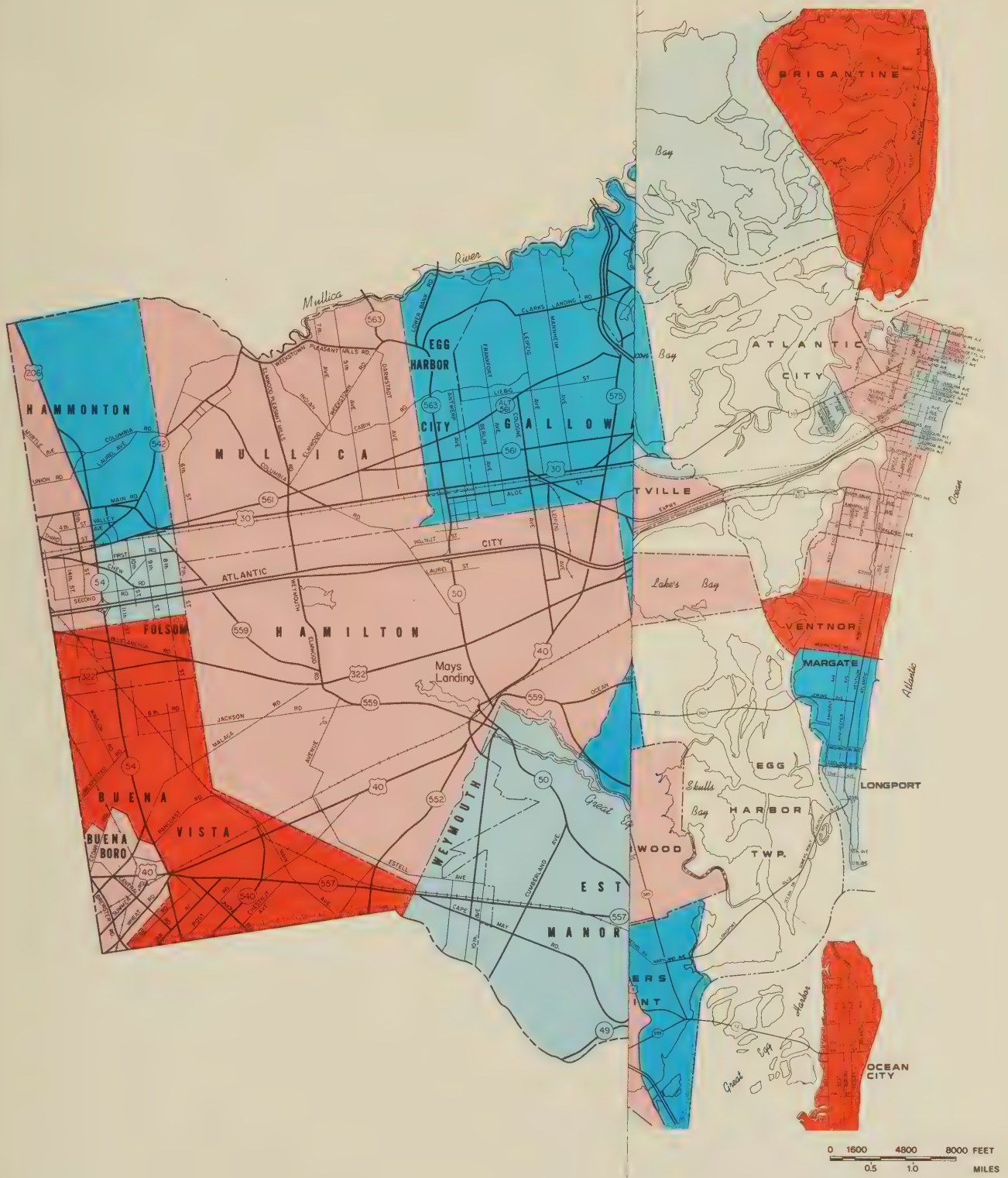
ATLANTIC COUNTY	GOVERNMENT	1970	ESTIMATED PROVISIONAL 1974	PROVISIONAL 1985 FORECASTS Low	High
Absecon	City	6,135	6,570	6,718	8,100
Atlantic City	City	47,880	44,495	40,902	46,000
Brigantine	City	6,830	7,425	7,632	9,251
Buena	Borough	3,295	3,435	3,484	3,751
Buena Vista	Township	4,250	4,665	5,063	5,050
Corbin City	City	260	260	258	300
Egg Harbor	Township	10,020	12,235	13,500	13,105
Egg Harbor City	City	4,315	4,445	4,464	4,606
Estell Manor	City	540	570	581	608
Folsom	Borough	1,770	1,925	1,996	2,262
Galloway	Township	8,295	8,650	8,733	10,403
Hamilton	Township	6,465	7,630	8,320	8,210
Hammonton	Town	11,505	12,200	12,364	12,903
Linwood	City	6,160	6,420	6,460	8,428
Longport	Borough	1,225	1,190	1,131	1,543
Margate City	City	10,580	10,545	10,213	12,002
Mullica	Township	3,395	3,545	3,561	4,060
Northfield	City	8,900	9,075	8,947	10,008
Pleasantville	City	13,915	14,200	14,232	16,702
Port Republic	City	590	640	658	680
Somers Point	City	8,055	8,835	9,048	10,001
Ventnor City	City	10,390	10,545	10,524	13,701
Weymouth	Township	1,000	1,045	1,071	1,086
TOTAL		175,770	180,545	179,860	202,760
Ocean City	City	10,605	11,450	10,529	12,336
GRAND TOTAL		186,375	191,995	190,389	215,096

Source: "Population Estimates for New Jersey", Office of Business Economics, New Jersey Department of Labor and Industry, July 1, 1974.
"Working Paper No. 2, Provisional Municipality Population Estimates" New Jersey Department of Labor and Industry, December, 1975.

concentrations are located in the eastern sections of Atlantic County in the island and mainland communities. Most of the census tracts with 4,000 or more population are located in this area.

2. Population 65 years of age and over - The senior citizen population concentrations are located in Ocean City, the Albany Avenue area and along the Boardwalk in Atlantic City and in Ventnor and Margate, as shown in Figure 4. However, Ocean City has the greatest number of senior citizens, exceeding 2,700 in 1970. While many of these persons are served by buses and jitneys, some are not able to walk to bus and jitney stops and, therefore, are in need of additional transportation service.

3. Automobile Ownership - The availability of automobiles in households is a reflection of many factors, including household size, age groups, income levels, persons with driver's licenses and availability of public transportation. A major factor, however, is income, and the distribution of households with no automobiles available, shown in Figure 5, is correlated with low income areas. Many of these areas are concentrated in Atlantic City, although there are areas with no automobiles available in other island and mainland communities, as well as in rural sections.



·LEGEND·

- Less Than 2000
- 2000 - 3999
- 4000 - 6000
- More Than 6000

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FIGURE 3

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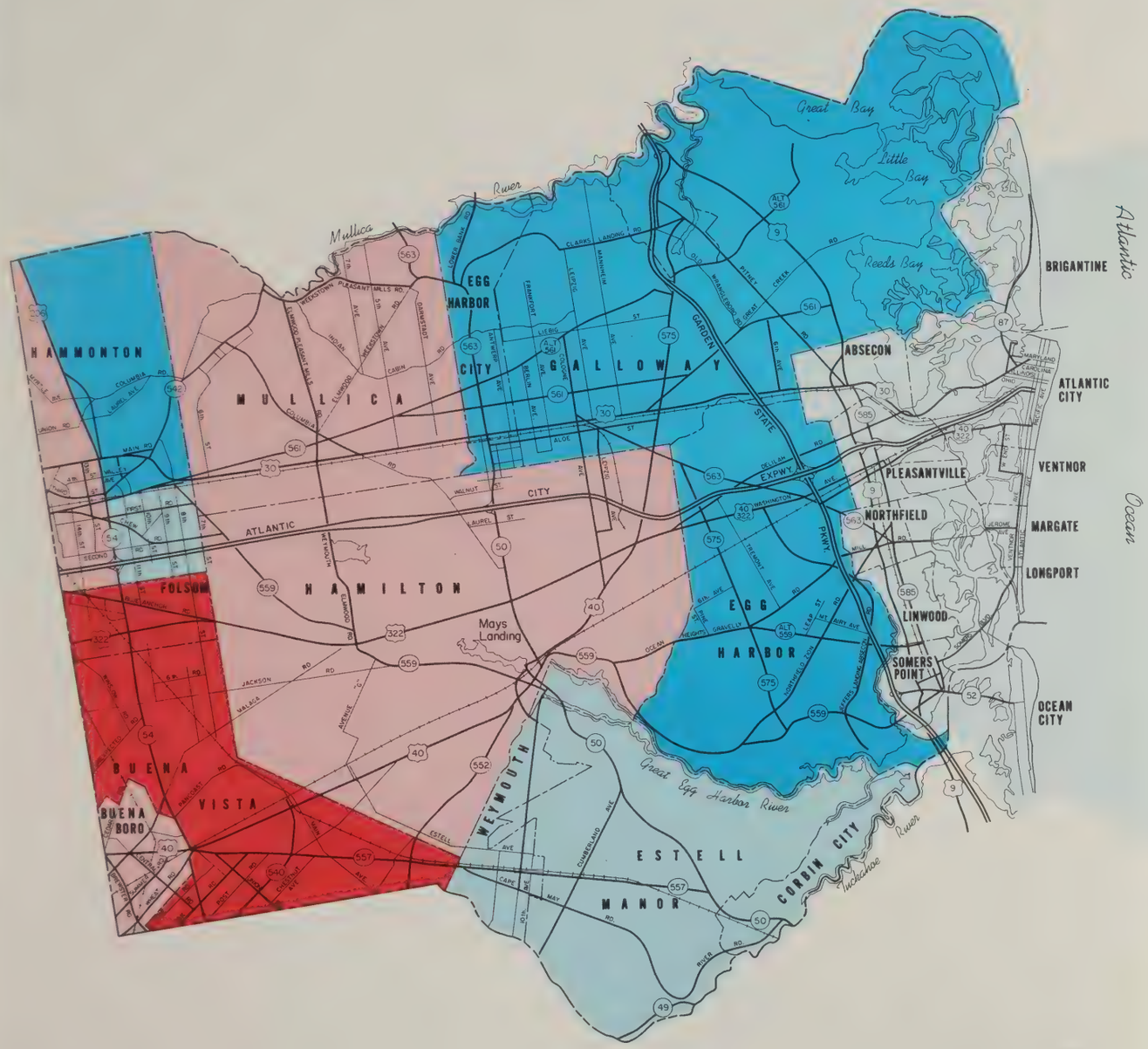

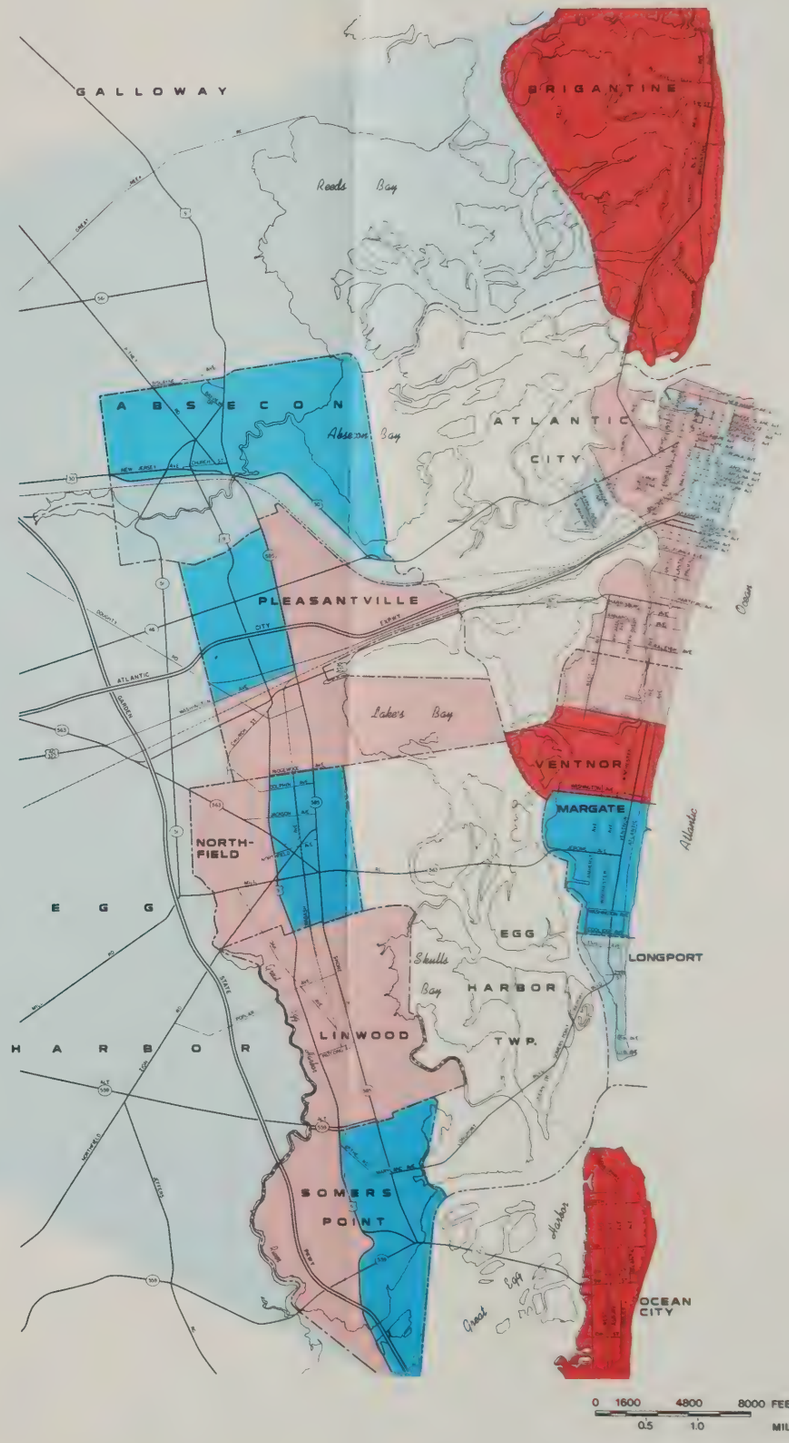

·LEGEND·

- Less Than 2000
- 2000 - 3999
- 4000 - 6000
- More Than 6000

POPULATION DISTRIBUTION
ATLANTIC COUNTY AND OCEAN CITY
ATLANTIC COUNTY PUBLIC TRANSPORTATION STUDY

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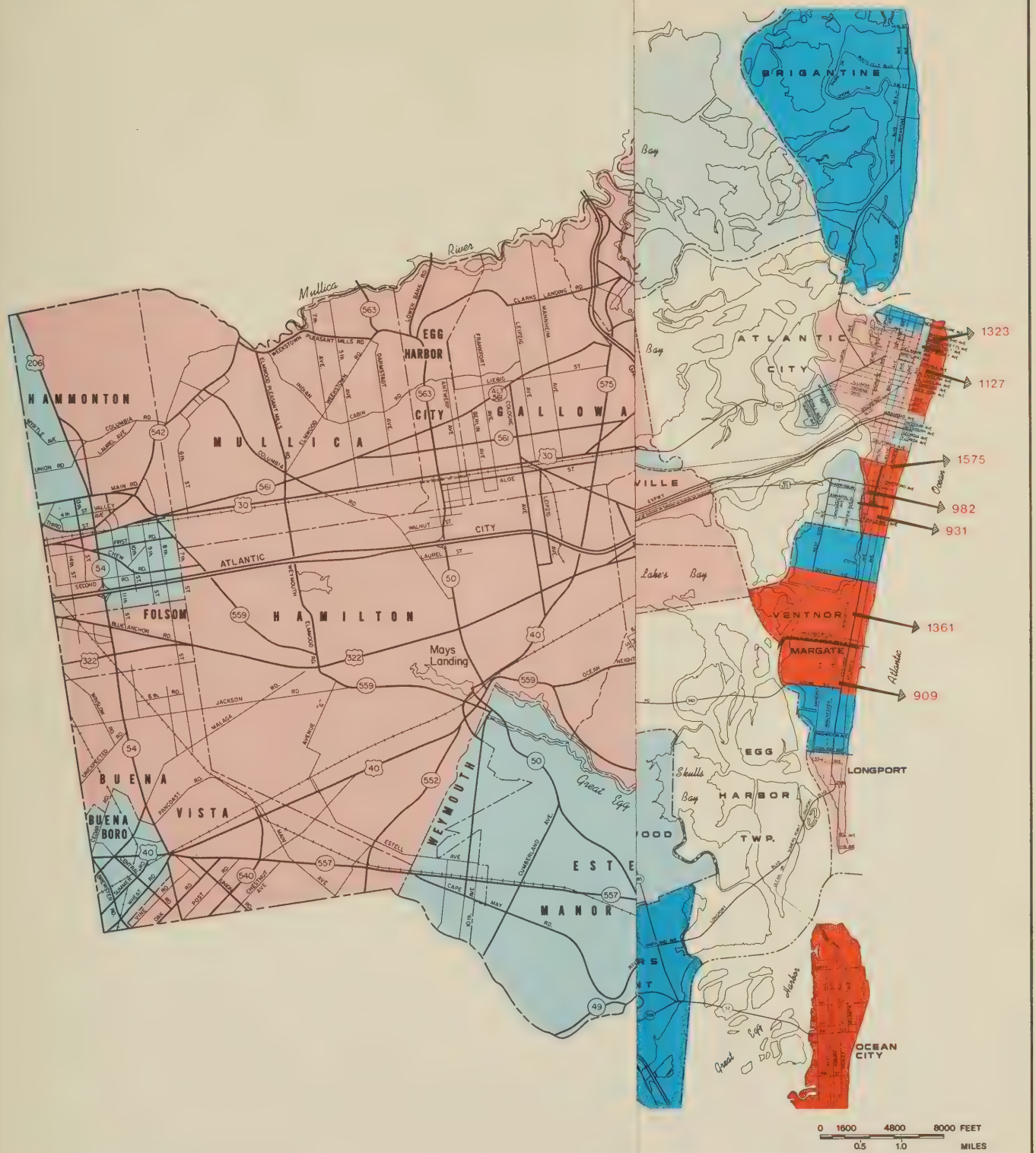
FIGURE 3



·LEGEND·

- Less Than 300
- 300 - 599
- 600 - 900
- More Than 900

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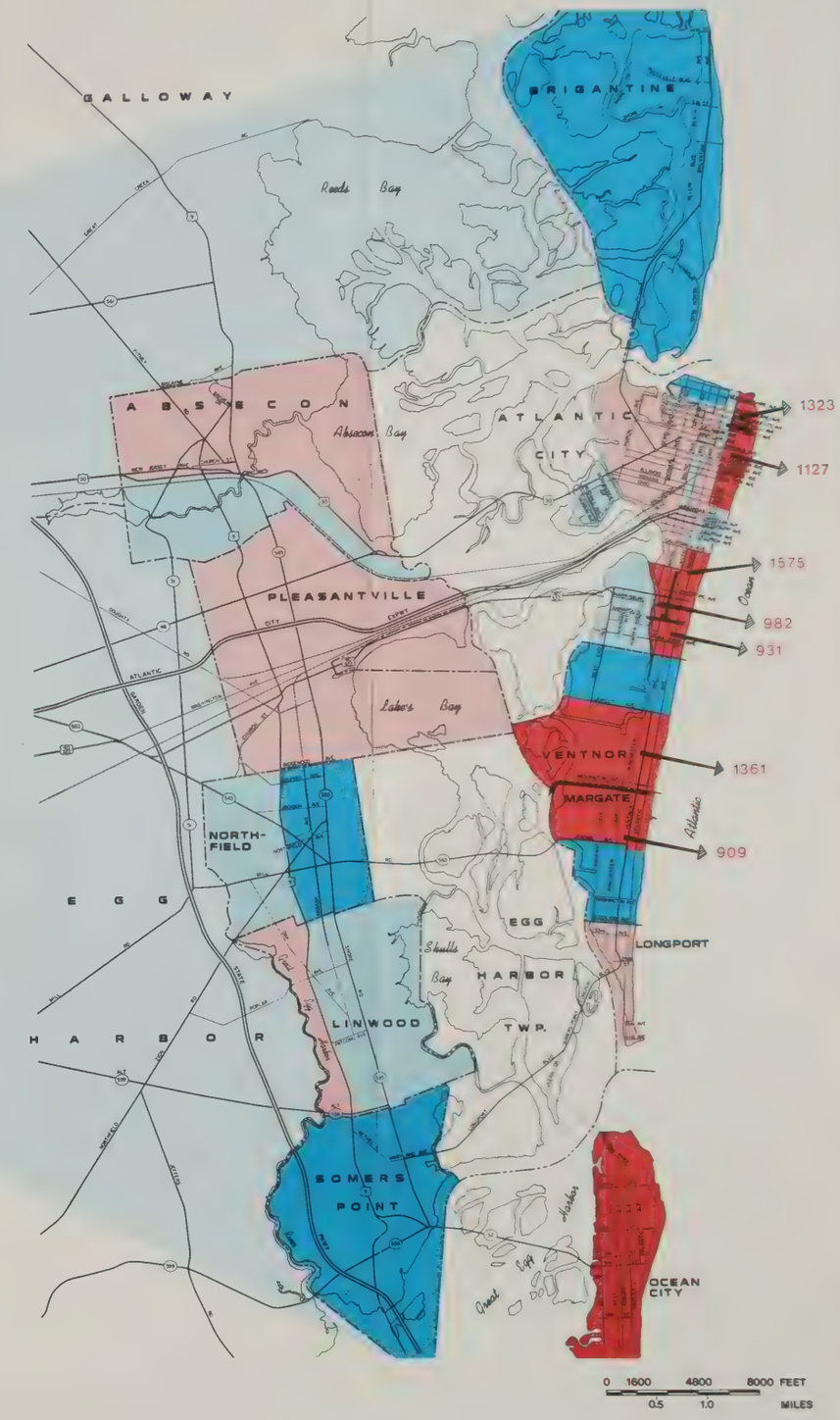
FIGURE 4



·LEGEND·
- Less Than 300
- 300 - 599
- 600 - 900
- More Than 900

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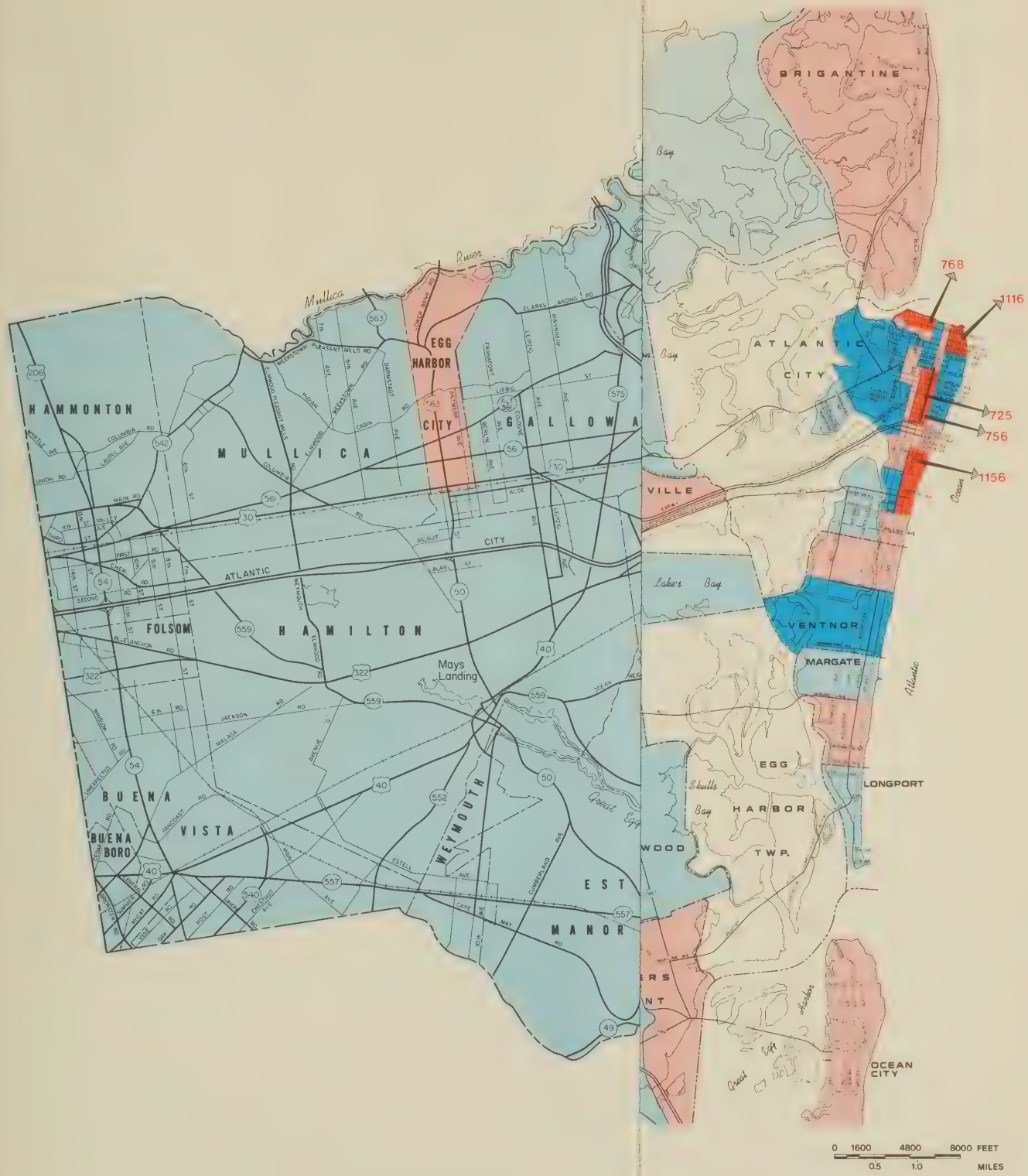
POPULATION 65 AND OVER
ATLANTIC COUNTY
ATLANTIC COUNTY PUBLIC TRANSPORTATION STUDY

FIGURE 4



·LEGEND·

- Less Than 200
- 200 - 499
- 500 - 700
- More Than 700

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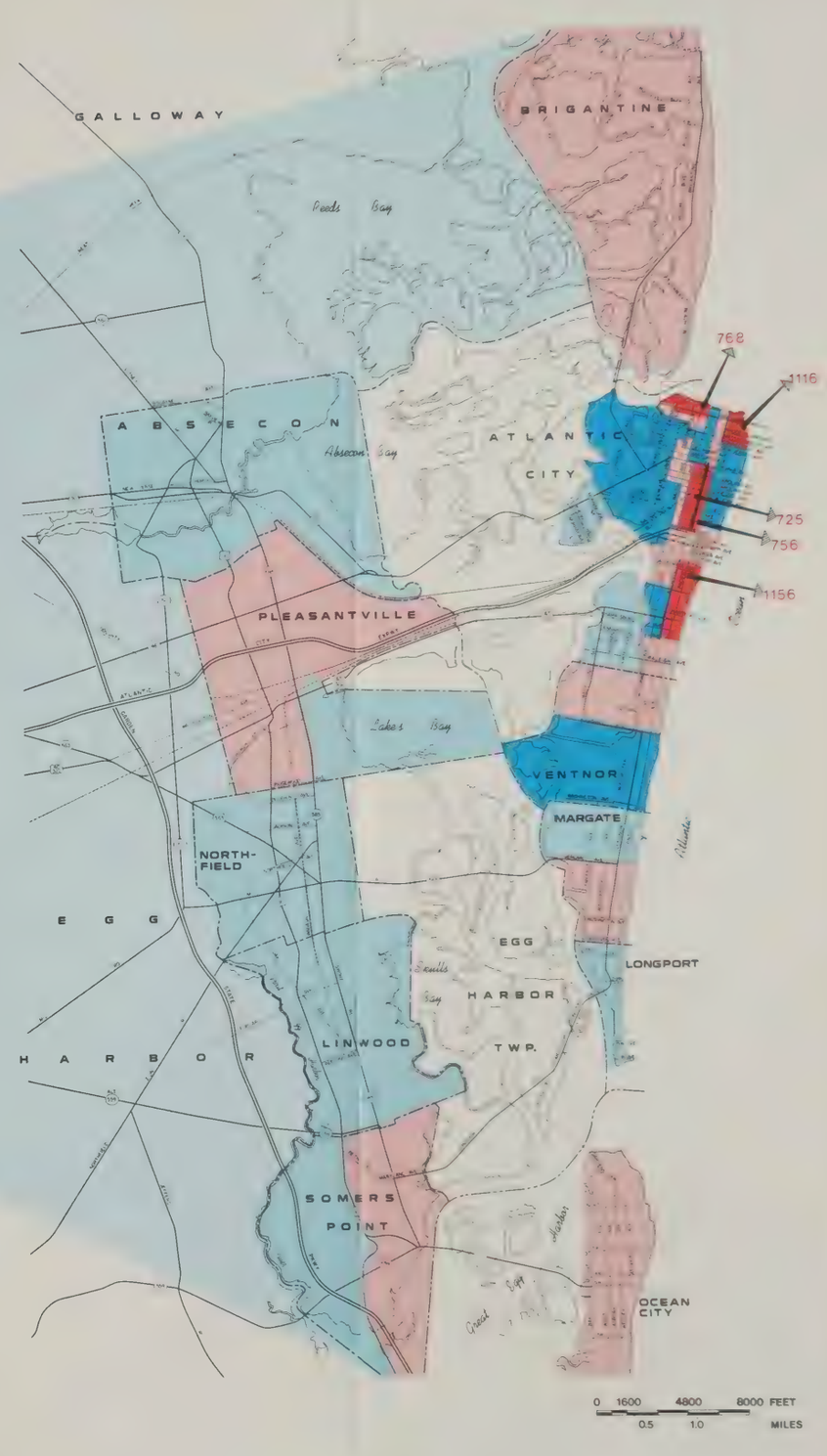
FIGURE 5



·LEGEND·

- Less Than 200
- 200 - 499
- 500 - 700
- More Than 700

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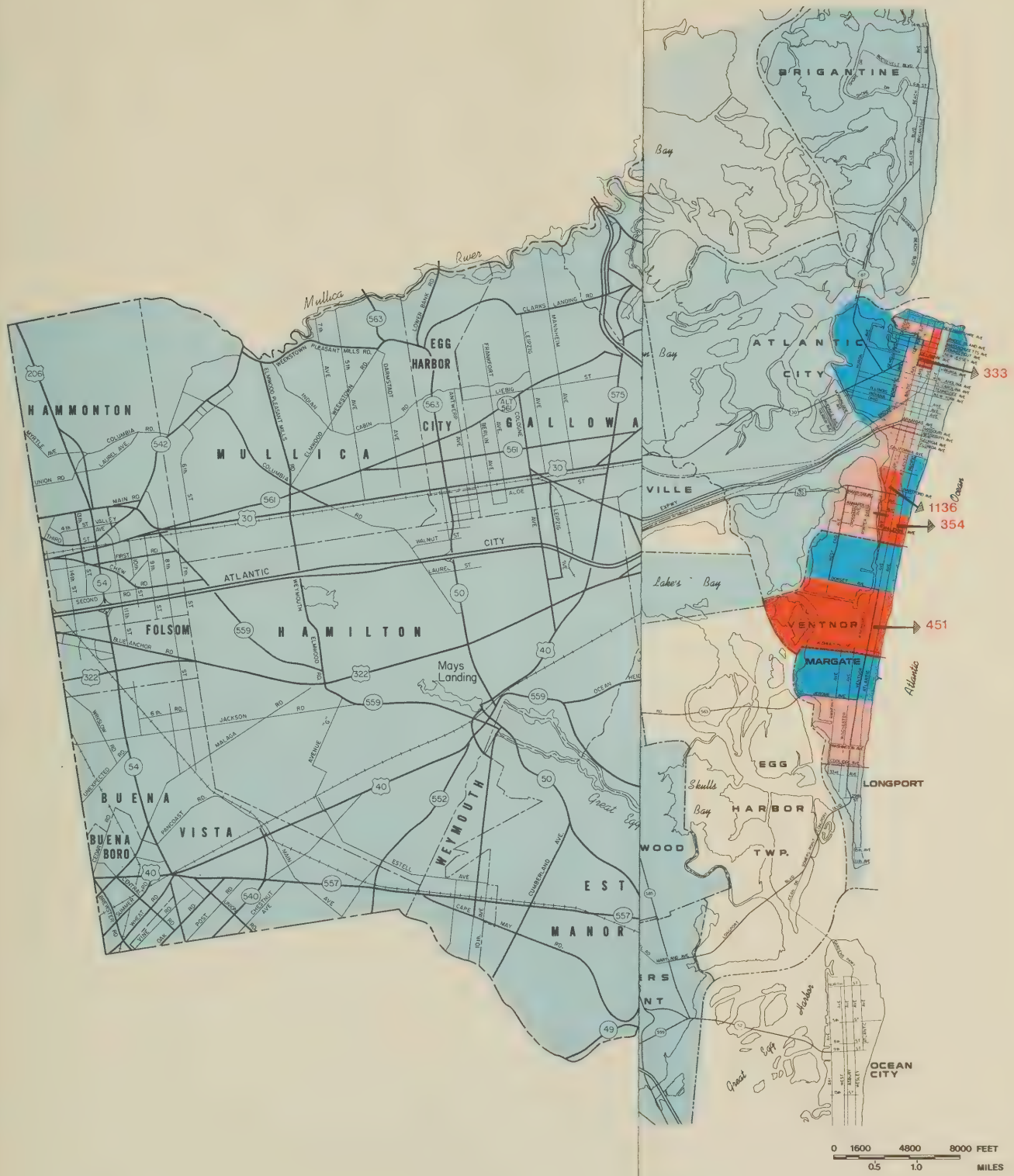
HOUSEHOLDS WITH NO AUTOMOBILES AVAILABLE

ATLANTIC COUNTY

ATLANTIC COUNTY PUBLIC TRANSPORTATION STUDY

FIGURE 5

4. Bus Trips to Work - Data on bus trips to work include persons who use Atlantic City Transportation Company buses, intercity carriers and/or jitneys to commute to work, based on the 1970 census data. Since few changes have occurred in bus routes since 1970, the distribution of persons using public transportation to work correlates with the present routes and service areas of ACTC buses and jitneys. A high percentage of these persons reside in the island communities, particularly in Atlantic City, where the highest level of bus service is available. Figure 6 sets forth the numbers of bus work trips in each of census tracts in the urban area and for the balance of the County.



·LEGEND·

- Less Than 100
- 100 - 199
- 200 - 300
- More Than 300

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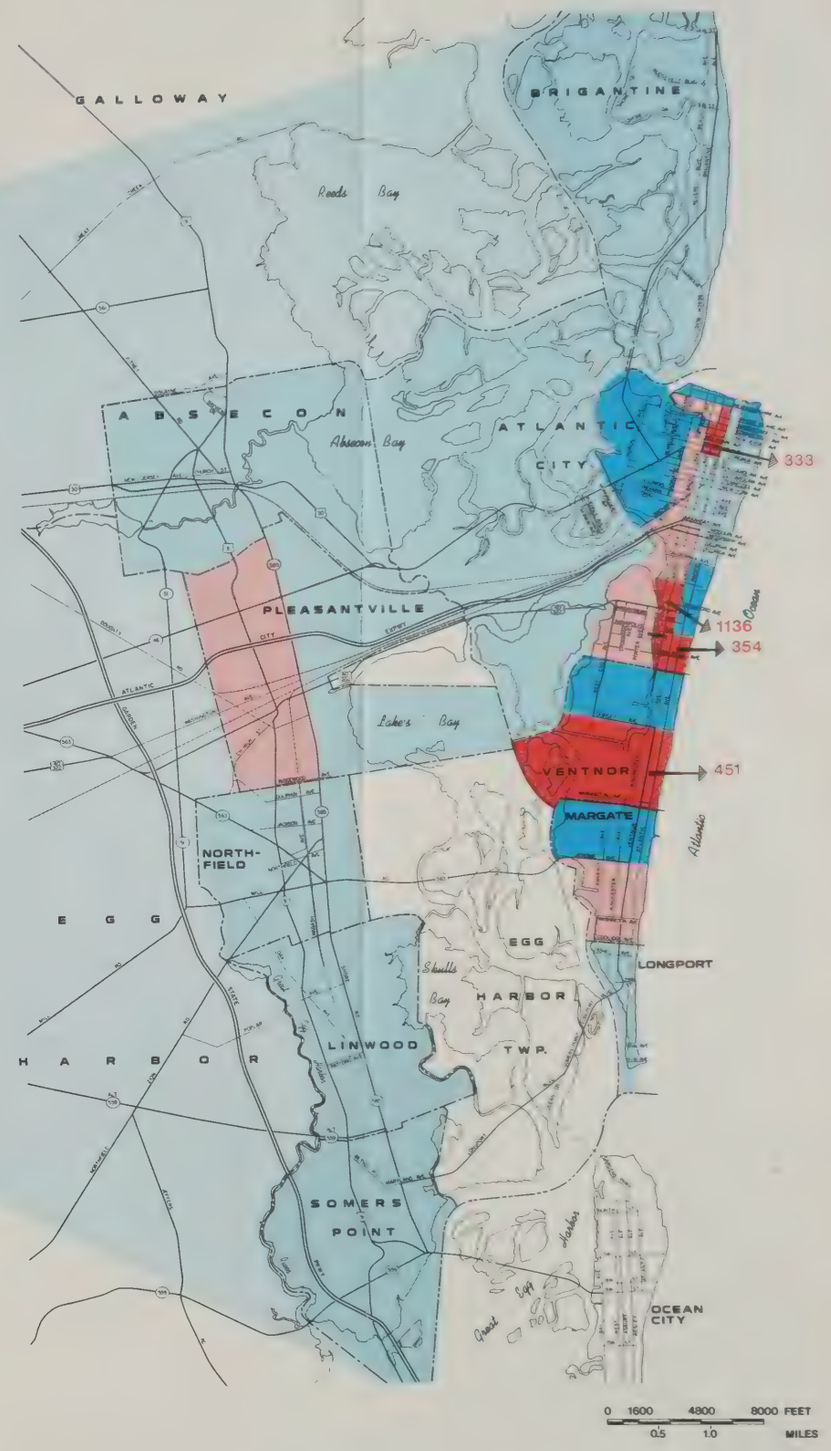
FIGURE 6



·LEGEND·

- Less Than 100
- 100 - 199
- 200 - 300
- More Than 300

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BUS TO WORK TRIPS
ATLANTIC COUNTY
ATLANTIC COUNTY PUBLIC TRANSPORTATION STUDY

FIGURE 6

Chapter 4

BUS AND JITNEY OPERATIONS

Surveys of bus and jitney ridership patterns and present operating characteristics were conducted in October and December, 1975. Surveys included on-board counts of all bus routes and load point counts for buses and jitneys at specified locations. Results of these surveys are described in this section. Also discussed are technical aspects of the bus operation as well as data characterizing the present transit operation and its utilization.

ACTC Bus Operations - Present service includes regularly scheduled routes which serve the mainland and island communities in addition to twice daily service to Mays Landing in Hamilton Township. As shown in Figure 7, most of the urbanized portions in the island communities of Atlantic City, Ventnor, Margate and Longport are within the service areas of bus routes. Bus service areas are identified as areas within one-quarter mile (1,320 feet) of bus routes and within 500 feet for senior citizens and others who may be restricted in walking distance. Based upon these criteria, residential sections and major generators along the western edge of the mainland communities are not presently served by bus routes. Elsewhere in the County bus service is confined to the main arteries and highways on which bus routes are located.

Table 7 shows the present service characteristics of the Atlantic City Transportation Company bus routes in and around Atlantic City. These figures totaled nearly 96,000 bus hours in 1975. Headways ranged from 10 to 15 minutes in the peak hour on Venice Park - Bungalow Park route to two daily trips to

Table 7

EXISTING ACTC BUS OPERATIONS-1975

ROUTE	ANNUAL PLATFORM HOURS	EXISTING HEADWAY Peak A.M.	Base Day	Peak P.M.	Base Night	BUSES REQUIRED	SERVICE HOURS Out	In	DAILY NUMBER OF ROUND TRIPS
Brigantine-Atlantic City	6,314.5	60-70	70	80	70	1	6:40 A.M.	11:30 P.M.	13.5
Absecon-State College	--	-	-	-	-	0	--	--	----
Venice-Bungelow Park	10,685.0	10-15	25-35	25-30	35-65	4	6:15 A.M.	12:40 A.M.	32/36
Margate-Longport	42,484.0	15	30	15	30-60	12	5:00 A.M.	2:05 A.M.	22/42
Ventnor Heights	--	30-60	60-120	60-90	1 Trip	-	6:20 A.M.	10:45 P.M.	12
Chelsea Heights	4,680.0	30	60	30	-	2	7:00 A.M.	1:00 A.M.	16
Mays Landing	1,040.0	2 Round Trips 7:55 A.M. and 3:50 P.M.		Daily Dep.		1	7:55 A.M.	5:52 P.M.	1
Ocean City-Absecon-Seaview	27,430.0	20-40	30	15	30-60	10	5:00 A.M.	2:05 A.M.	40.5
Coolidge-Amherst	3,120.0	20-35	30	30	-	1	6:20 A.M.	6:20 P.M.	22.0
TOTALS	95,753.5					31			

·LEGEND·

500 ft. Coverage Area

1/4 mi. Coverage Area

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FIGURE 7

Table 7

EXISTING ACTC BUS OPERATIONS-1975

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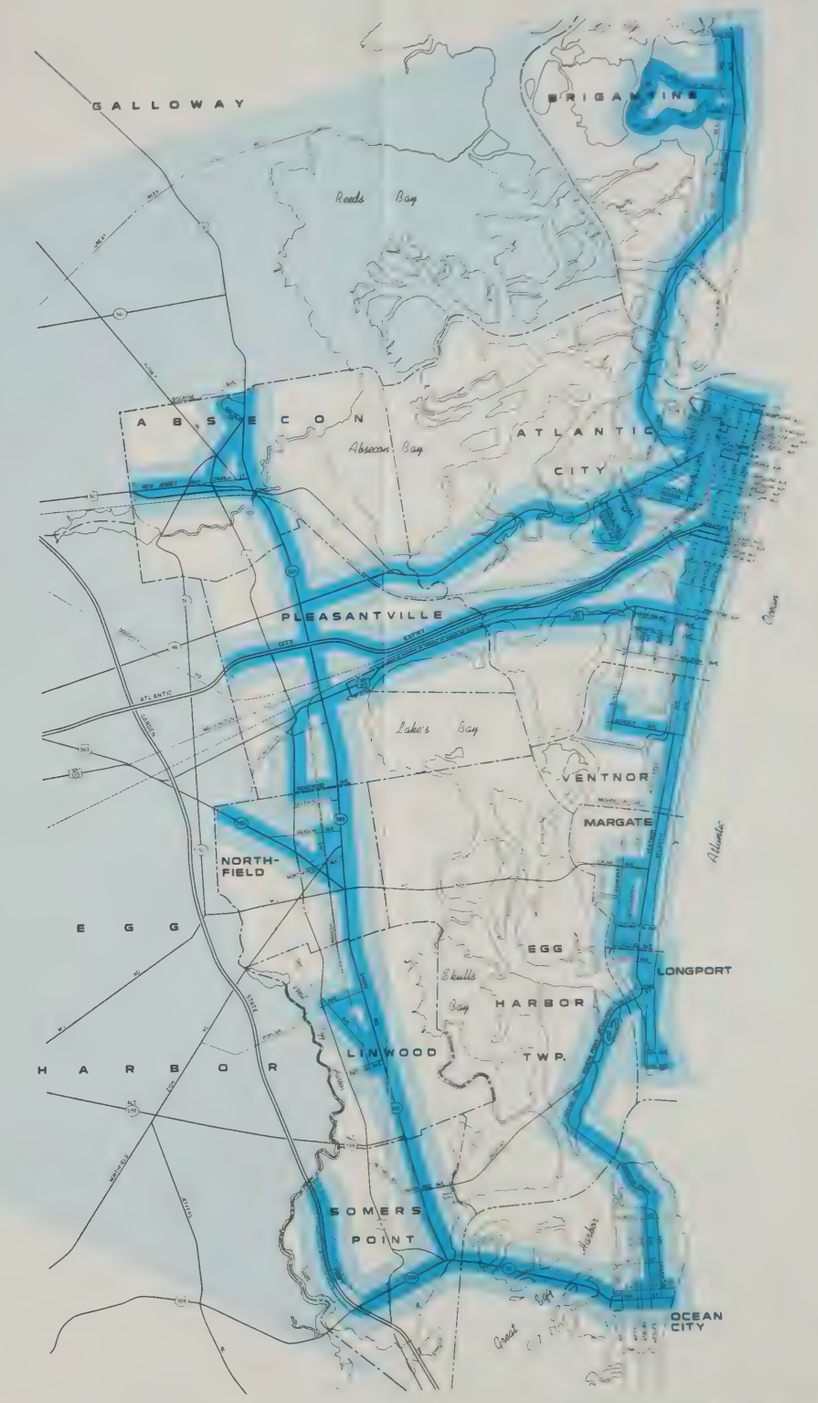

·LEGEND·

500 ft. Coverage Area

1/4 mi. Coverage Area

BUS SERVICE COVERAGE
ATLANTIC COUNTY AND OCEAN CITY
ATLANTIC COUNTY PUBLIC TRANSPORTATION STUDY

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FIGURE 7

Mays Landing. The Margate-Longport route utilizes 12 buses and the Ocean City route including Absecon and Seaview service requires 10 buses on recent schedules.

Bus load counts were made at three locations. These were identified in Figure 8 and include: Atlantic and South Carolina Avenues, Atlantic and Arkansas Avenues, and the bus terminal at Pleasantville. The Atlantic Avenue locations were selected because all bus routes serving the island communities pass either one or both of these two locations. With the addition of the Pleasantville terminal location, all bus routes were intercepted at maximum load point locations.

Most of the passengers on the ACTC system are carried along the Atlantic City-Longport Corridor. Bus load counts at Atlantic and Arkansas Avenues are particularly representative of the pattern, since maximum loads are found at this location. A comparison of inbound and outbound[1] movements at this location show the heavier patronage in the outbound direction, both in the morning and afternoon peak periods. A sharp outbound peak occurs between 8:00 and 9:00 A.M. This reflects a heavy school traffic movement toward Atlantic City High School at Albany Avenue. A low point in outbound traffic is reached between 12:00 and 1:00 P.M., and a later afternoon outbound peak occurs between 4:00 and 5:00 P.M. The afternoon peak is spread over a longer period of time, and is actually a two-hour peak in the 4:00 to 6:00 P.M. period.

The inbound peak also occurs between 8:00 and 9:00 A.M. The inbound traffic reaches a low point between 10:00 and 11:00 A.M. and continues to build up to an afternoon peak in the 2:00 to

---

(1) The inbound direction is toward the Inlet in Atlantic City and the outbound direction is toward Longport.

3:00 P.M. period which also is a function of school traffic, with steadily declining traffic thereafter for the remainder of the day.

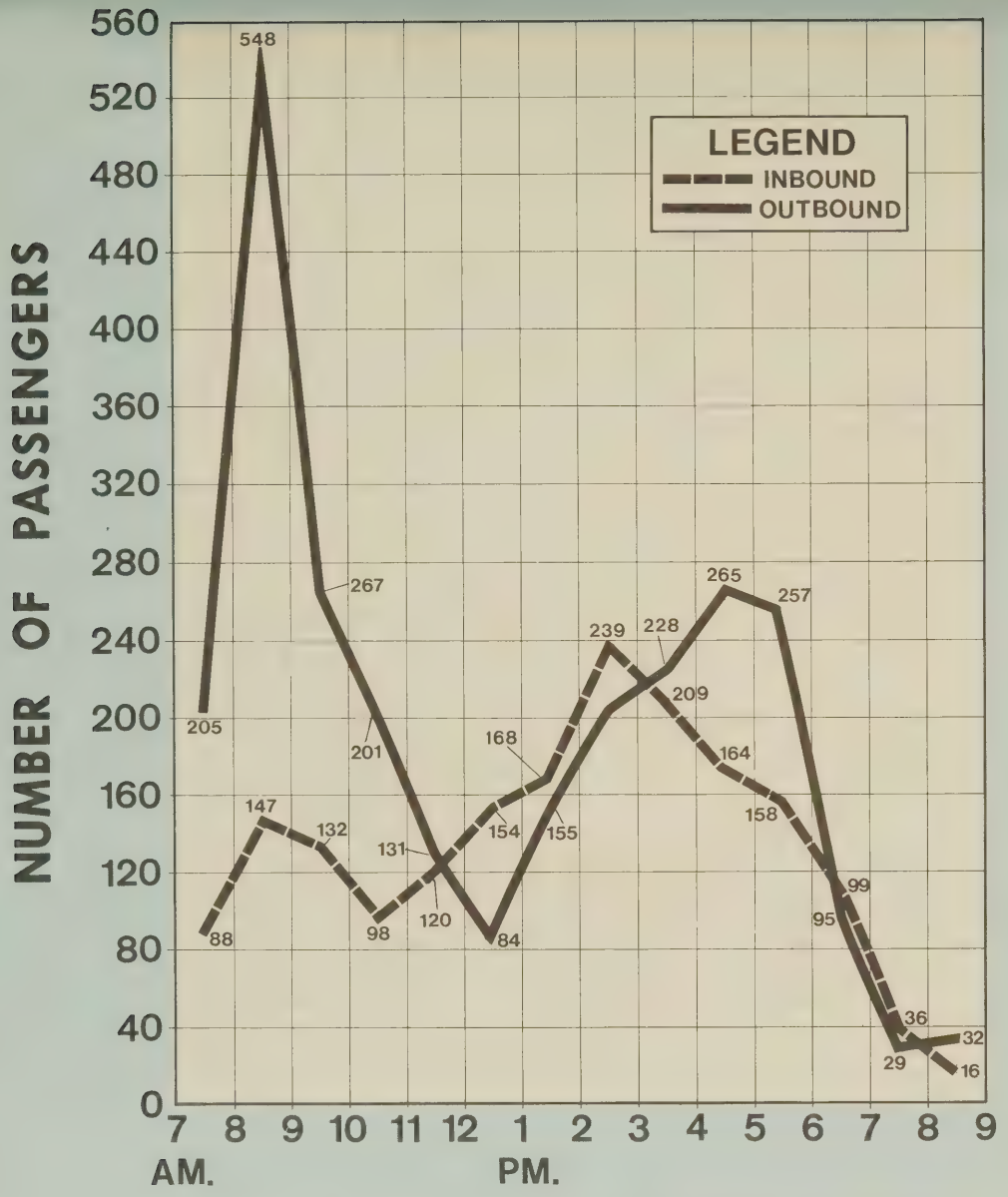
It is interesting to note that there is an imbalance in total inbound and outbound traffic, with inbound passengers totaling 1,828 and outbound passengers totaling 2,699. It is assumed this pattern is caused by the fact that passengers find other means of transportation to return from work, shopping, and school, and that there are more opportunities to find alternative means of transportation in the afternoon than in the morning hours.

Jitney Operations - The inbound-outbound jitney passenger patterns are similar to those observed for bus passengers, as shown in Figure 9. The illustration shows the consolidated hourly jitney load counts at the New York Avenue location.

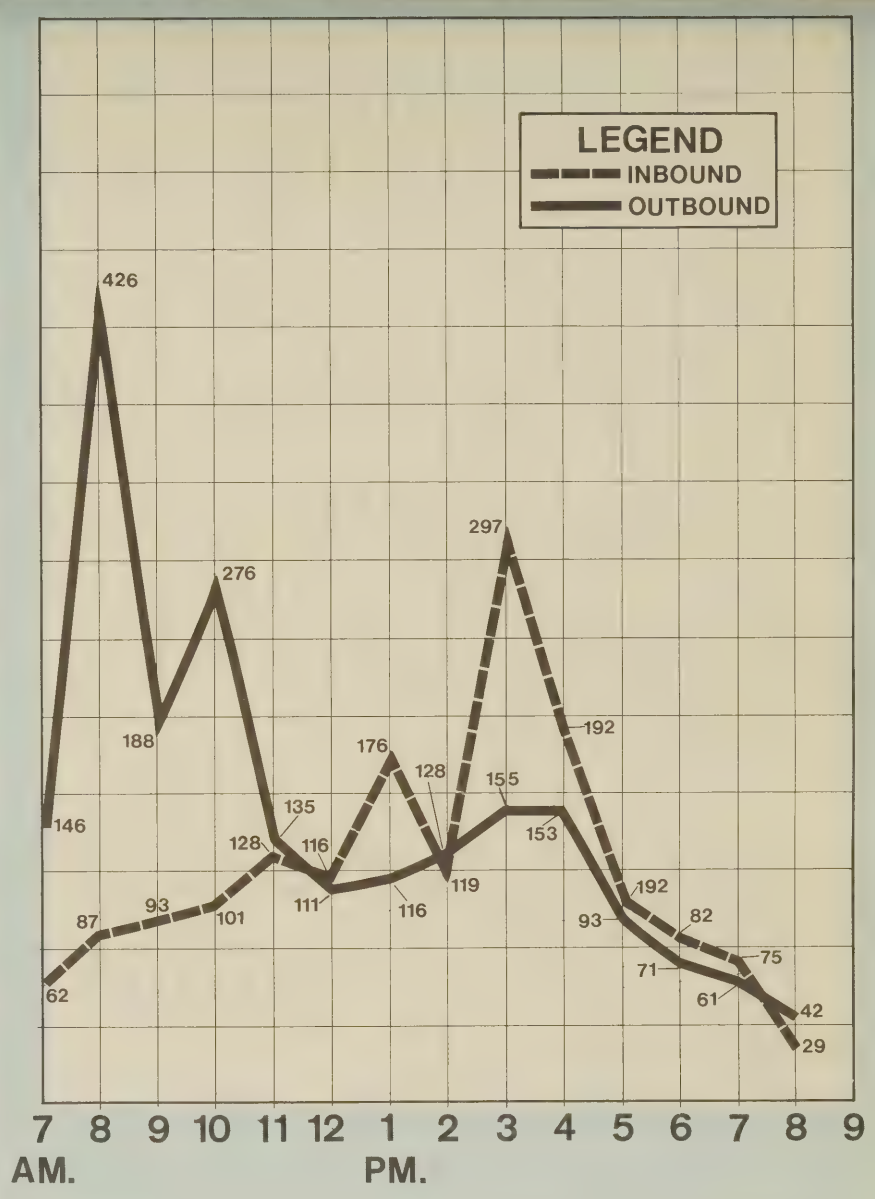
The peak morning outbound traffic flow is at 8:00 A.M. with a minor peak occurring in the 3:00 to 4:00 P.M. period. Peak inbound traffic at this location occurs at 3:00 P.M.

It is interesting to note there is a minor peak outbound traffic flow at 10:00 A.M. This is caused primarily by senior citizen riders who take advantage of the reduced fare after 10:00 A.M. The minor inbound peak at 1:00 P.M. also tends to reflect senior citizen as well as school ridership. As in the bus passenger traffic variation, the outbound traffic is heavier than inbound traffic at this location.

The jitney route extends from New Hampshire Avenue and operates along Pacific Avenue in Atlantic City to Albany Avenue and along Ventnor Avenue from Albany Avenue to the Atlantic City-Ventnor Line. Jitney operations are regulated by the City and



CONSOLIDATED HOURLY BUS LOAD COUNTS
ATLANTIC AND ARKANSAS AVENUES
ATLANTIC COUNTY PUBLIC TRANSPORTATION STUDY



CONSOLIDATED HOURLY JITNEY LOAD COUNTS
PACIFIC AND NEW YORK AVENUES
ATLANTIC COUNTY PUBLIC TRANSPORTATION STUDY

coordinated by the Jitneymen's Association. Specific schedules are not followed but typical headways average one to two minutes during daytime service hours. As shown in Figure 10, jitney passengers were counted at four locations:

1. Pacific and New Hampshire
2. Pacific and New York
3. Pacific and Hartford
4. Ventnor and Raleigh

The imbalance of traffic flow in the morning and evening periods is illustrated in Figure 11 in a summary of bus and jitney passenger counts at the six counting locations along the Atlantic, Pacific, Ventnor Avenues Corridor. It is noted that outbound traffic is heavier for the four locations east of Arkansas, New York, South Carolina, and New Hampshire Avenues and heavier for inbound traffic flow at Hartford and Raleigh Avenues. The importance of trip destinations to the central area of Atlantic City is illustrated by these patterns. These data also indicate that public transportation is utilized by more people in the morning than in the afternoon hours.

Patronage Patterns

A series of field surveys were undertaken to determine the patterns of patronage on each of the operating routes of Atlantic City Transportation Company throughout the urban portion study area. Survey personnel boarded the buses at one end of the route and recorded passenger on-and-off movements as well as travel times over the full route of the bus for one round trip during the A.M. peak period (7:00-9:00 A.M.), the midday period (9:00 A.M. to 4:00 P.M.), and the evening peak period (4:00 P.M. to 6:00 P.M.).

Table 8 summarizes the survey data obtained on ridership, travel time, schedule adherence, and peak on and off locations. Ridership was heaviest on the trips observed on Ocean City and Longport routes. The Longport bus leaving the Inlet at 4:10 P.M. was counted to carry 77 passengers en route to Longport, with a maximum accumulation of 41. The Ocean City bus leaving the Inlet at 4:15 P.M. carried a total of 62 passengers but held 50 at its peak accumulation.

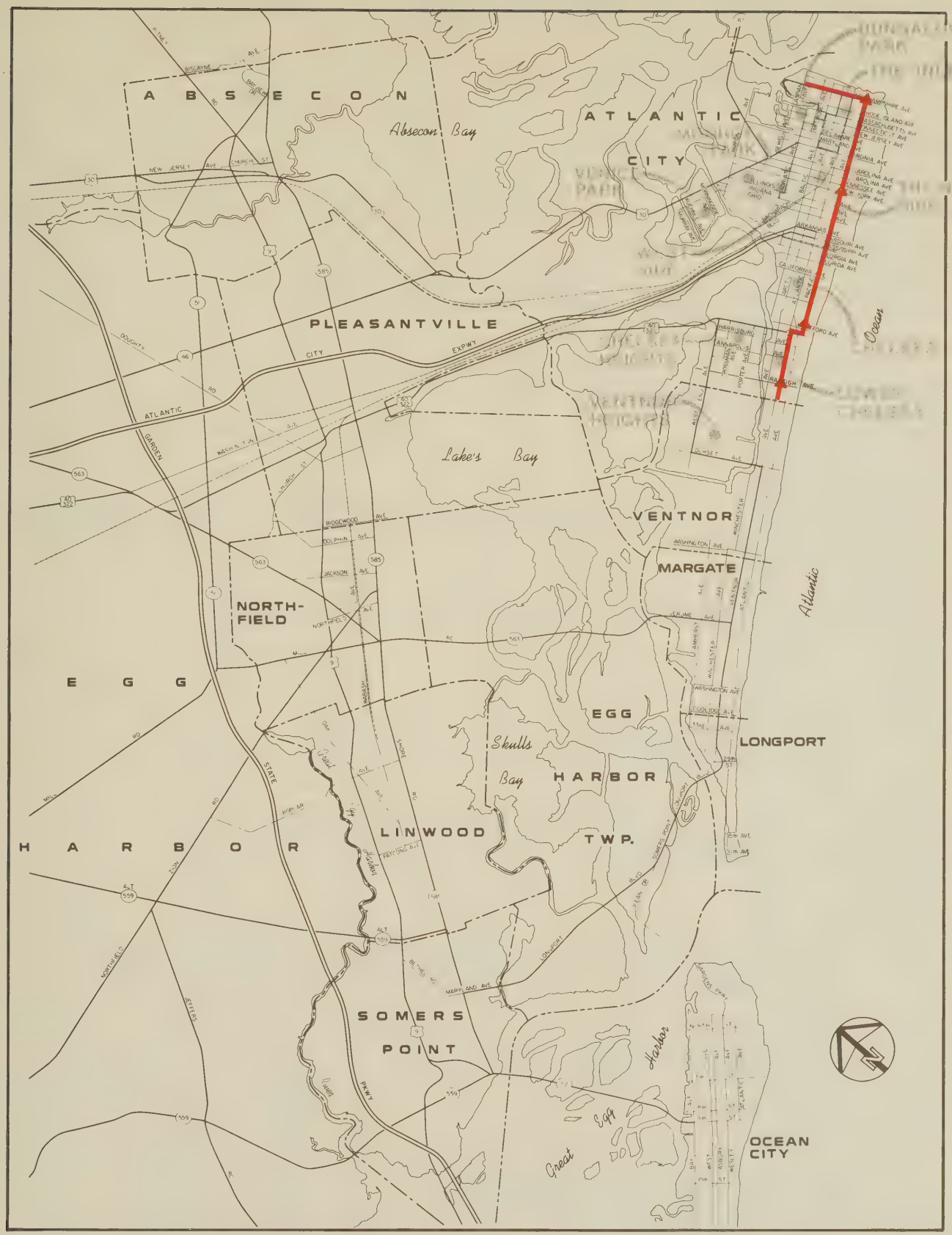
In contrast, the Mays Landing bus trips during the evening peak period (3:50 departure from the Inlet) carried 19 total passengers, with 10 on board in the heaviest load area. The return trip to Atlantic City carried a total of 10 passengers, 9 of whom were on board at the peak load location.

Schedule adherence is generally not too good with most buses operating 3 to 10 minutes late. This is partly due to the length of many of the runs. Occasionally, buses appear to depart early and run the route that way, notably on the trips to and from Seaview; however, these findings cannot be considered as a basis for definitive action because of the size of the sample and the likelihood that errors could have been made in recording times along the route.

Peak load points are also indicated for each route in both directions for each time period.

Ridership Characteristics

The Atlantic City Transportation Company has made statistics available on bus patronage for the years since 1969. Table 9 outlines data for 1969-1975 on bus passengers, trips, bus miles, and revenues, along with appropriate relationships between these



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Jitney Route

Load Count Location

JITNEY ROUTE AND LOAD COUNT LOCATIONS

ATLANTIC COUNTY PUBLIC TRANSPORTATION STUDY

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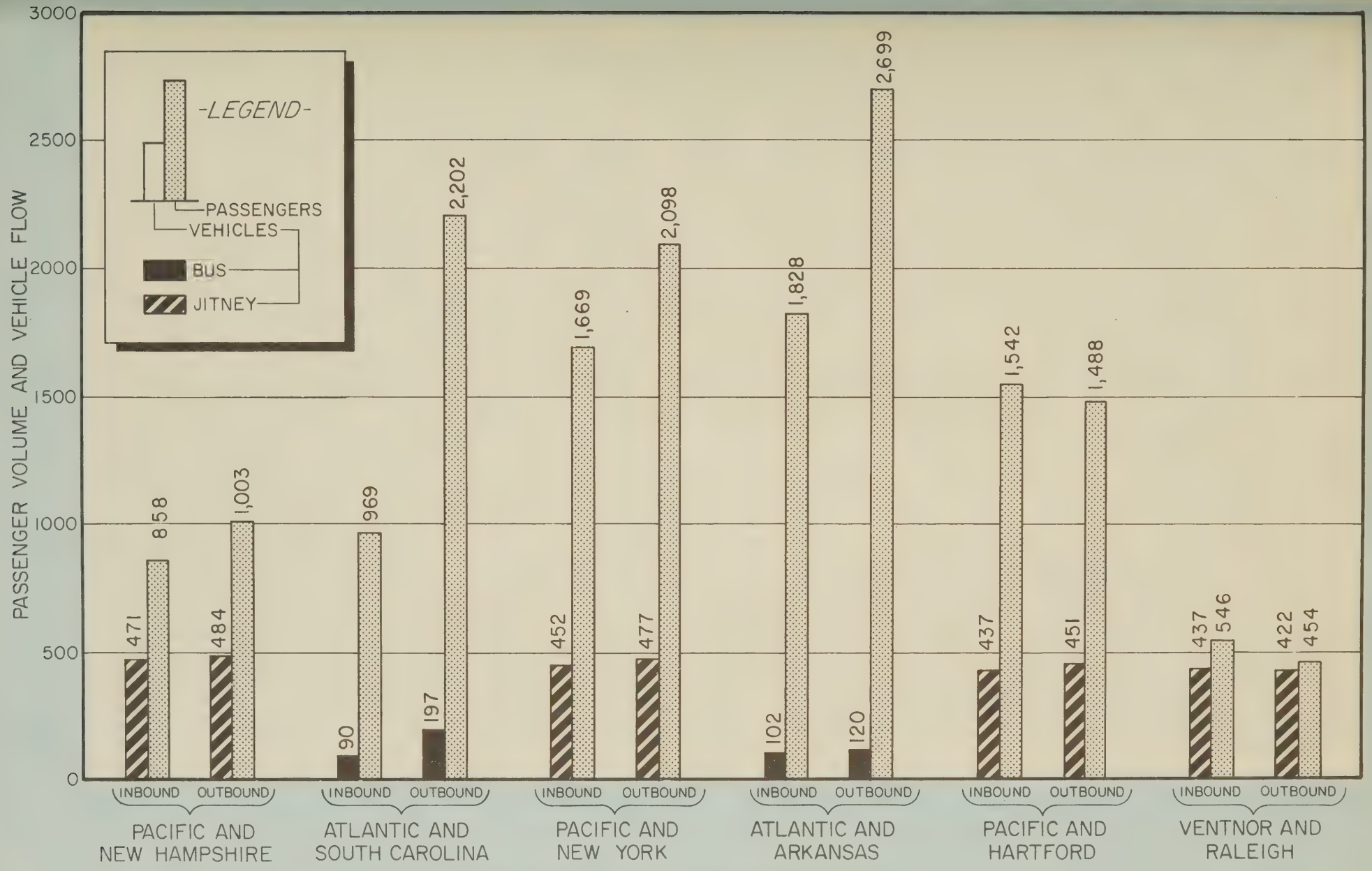
FIGURE 10



BUS AND JITNEY PASSENGER COUNTS

TYPICAL WEEKDAY AT SELECTED LOCATIONS

ATLANTIC COUNTY PUBLIC TRANSPORTATION STUDY

Table 8

PATRONAGE PATTERNS AND BUS OPERATIONS
SELECTED ROUTES-ATLANTIC CITY TRANSPORTATION COMPANY
October, 1975

ROUTE	DIRECTION	START TIME	END TIME	ELAPSED TIME MINUTES	SCHEDULE COMPARISON	TOTAL PASSEN-GERS	MAXIMUM ACCUMU-LATION	HEAVY ON LOCATIONS	HEAVY OFF LOCATIONS
Ocean City	Out	7:08 AM	7:58 AM	50	Start: 8 min. late End: 5 min. late	60	40	South Carolina Ave. A.C. (6) Albany Ave. at Porter (7)	Spencer Gifts (15) Somers Point (7) Ocean City (6)
	In	8:06 AM	9:00 AM	54	Start: 6 min late End: 3 min. late	29	26	Ocean City (3) Somers Point (3)	South Carolina Ave. A.C. (3) North Carolina Ave. A.C. (3)
	In	12:10 PM	1:15 PM	65	Start: 10 min. late End: 8 min. late	64	39	Atlantic Ave. (10) 8th and Asbury (7)	Atlantic Ave. and New York Ave. A.C. (10)
	Out	11:07 PM	12:07 PM	60	Start: 7 min. late End: 9 min. late	50	21	New York Ave.- Atlantic Ave. (6) Tilton St. (4)	Shore and Broad (10) Brunswick (7)
	In	5:21 PM	6:15 PM	54	Start: 1 min. late End: 2 min. early	29	21	8th and Asbury Ave.(10)	So. Main and Decatur (7)
	Out	4:15 PM	5:20 PM	65	Start: 5 min. late End: 3 min. late	62	50	Shore Rd. (8)	Shore Rd. and New York Ave. (4)
Longport	In	7:50 AM	8:40 AM	50	Start: 5 min. late	43	32	Ventnor and Washing-ton (4) Ventnor and Quincy (4)	Ventnor and Portland (4) Atlantic and Circle (20) Ventnor and New York (4)
	Out	7:05 AM	7:50 AM	45	Start: 5 min. late	19	14	Atlantic and Virginia(3)	Ventnor and Franklin (4)
	In	5:10 PM	5:55 PM	45	Start: 5 min. late	32	25	Ventnor and Franklin(12)	Atlantic and Pennsylvania(6)
	Out	4:10 PM	5:00 PM	50	Start on time	77	41	Ventnor and Trenton(12) Ventnor and Franklin(8)	Ventnor and Monroe (8) Ventnor and Franklin (4)
Chelsea Heights	Out	4:01	4:30	29	Start on time	32	19	Baltic and Blake (7)	Baltic and Blake (7)
	In	4:32	4:59	27	Start: 2 min. late	30	22	Atlantic and Missouri(9)	Atlantic-Virginia (4) Atlantic-Vermont (4)
	Out	10:03	10:33	30	Start: 3 min. late	26	13	Atlantic and New York(5) Cross and Annapolis(5)	Albany and Morris (4)
	In	10:34	10:54	20	Start: 3min. late	12	13	Atlantic and Tennessee(5)	Maine and Gramcy (5)
	Out	7:05	7:31	26	Start: 5 min. late	13	10	Cross and Annapolis(8)	All the same (1)
	In	7:32	7:54	22	Start: 2 min. late	20	18	Atlantic and Indiana(3)	Atlantic and Indiana (7)

(continued)

Table 8 (Cont.)

ROUTE	DIRECTION	START TIME	END TIME	ELAPSED TIME MINUTES	SCHEDULE COMPARISON	TOTAL PASSEN-GERS	MAXIMUM ACCUMU-LATION	HEAVY ON LOCATIONS	HEAVY OFF LOCATIONS
Brigantine									
Atlantic-Brigantine N. Ark. and Atlantic	Out	4:10 PM	4:53 PM	43			38	N. Ark. and Atlantic (13)	H.B. Blvd.-Edgewater Apt. (6)
Brig. 18 St. N. - N. Ark. and Atlantic	In	4:54 PM	5:19 PM	25			7		Atlantic and N. Ark. (4)
Ark. to Brig.	Out	7:45 AM	7:22 AM	37		29	20	Brig. and 28th (6)	Lafayette (15)
Brig. to Atlantic and Arkansas	In	8:23 AM	8:22 AM	28		26	27	Harbor Blvd.-Edgewater Apts. (6)	Atlantic and So. Carolina (5)
Absecon-Seaview									
Atlantic and Caspian	Out	4:35 PM	5:28 PM	53	Start: 5 min. late End: 17 min. late	45	31	Atlantic and So. Carolina (5)	Franklin Blvd. (11)
	In	5:29 PM	5:56 PM	27	Start: 14 min. late End: 6 min. late	12	21	Pleasantville (4) Bus Station	New Jersey Ave. (6)
Atlantic-New Hampshire	Out	6:26 AM	7:05 AM	39	Start: 4 min. early End: 3 min. late	12	12	Atlantic-New Jersey (3)	Rt. 40-Pleasantville (4)
	In	7:07 AM	7:55 AM	19	Start: 3 min. early End: 2 min. late	29	26	Washington (Pleasant-ville) (7)	Atlantic-Michigan (6)
Maine-Caspian	Out	10:29 AM	11:28 AM	59	Start: 1 min. early End: 18 min. late	34	12	Maine and Caspian (4)	Ocean and N. Shore (4)
	In	11:31 AM	11:59 AM	28	Start: 21 min. late End: 3 min. late	10		Atlantic and California (2) Atlantic and So. Carolina (2)	Atlantic-New Jersey (3)
Mays Landing	Out	3:50 PM				19	10	Atlantic Ave. and So Carolina (2)	Main and Old Egg Harbor Rd. (3)
	In	5:00 PM				10	9	Main St. & Court House (5)	Atlantic Ave. and So. Carolina (2)

Table 9

RECENT HISTORY OF REVENUE AND PATRONAGE
ATLANTIC CITY TRANSPORTATION COMPANY (1)

	1969	1970	1971	1972	1973	1974	1975
Operating Revenue							
Regular Route	970,867	1,211,842	1,219,613	1,230,748	1,014,602	1,116,107	1,133,521
Specials	102,839	114,589	117,434	154,210	122,574	148,741	139,449
Charter and Schools	20,707	10,853	9,394	6,644	8,452	5,488	7,031
Other	-	-	1,010	N/A	N/A	N/A	1,181
TOTAL	1,094,413	1,337,284	1,347,451	1,391,602	1,145,628	1,270,336	1,281,182
Statistics							
Revenue per mile (regular route)	.932	.982	.894	.878	.959	.915	.935
Regular Route Miles	1,173,820	1,360,720	1,363,832	1,401,158	1,057,789	1,220,148	1,211,636
Regular Route Passengers	3,785,324	4,406,371	4,406,741	4,872,692	3,446,026	3,669,427	3,890,397
Passengers per mile	3.22	3.23	3.23	3.48	3.26	3.01	3.21

(1) Source: New Jersey Public Utilities Commission Annual Reports for calendar years 1969 through 1975.

data. It is noted that operating statistics including passengers per bus mile and revenue per bus mile held at a reasonably good level through all these years up to 1975. In that year, bus trips were reported about 10 per cent above the 1974 level, and bus miles were reported at 20 per cent over 1974, causing passengers per bus mile as well as revenue per bus mile to drop off sharply. As a result of the limited number of operational changes which have been made since ACTC went under New Jersey Department of Transportation's subsidy program, it is not clear how such a significant change could have been made in one year. The 1975 statistics are being reviewed to determine whether an error has been made in one of the statistics which have been presented.

Seasonal Variation - Current statistics on monthly variation in transit riding and related revenues have not been summarized for 1975 transit riding. Statistics developed in 1968 establish a pattern which is believed representative of a typical year. May and October most closely represent average months in a typical year. All the months between these during the summer season experience above average revenues,with July, August and September in the range of 35 per cent above the average month. Low months for the year are January, February, and March, averaging about 76 per cent of average monthly revenue.

Daily Variations - Data for October, 1975, expected to be an average month, based on the above discussion, have been made available so that typical daily variation can be identified. Table 10 shows the typical daily variation for the average October week in 1975. The peak day is Friday in the typical week, with Tuesday and Wednesday next in volume and the combined Saturday and Sunday volume only slightly exceeding Friday's total traffic.

Table 10

DAILY TRAFFIC VARIATION
OCTOBER, 1975
Atlantic City Transportation Company

DAY OF WEEK	AVERAGE DAILY REVENUE	PER CENT OF WEEKLY TOTAL
Monday	$ 3,557	14.6
Tuesday	4,120	16.9
Wednesday	4,123	16.9
Thursday	3,896	15.9
Friday	4,226	17.3
Saturday	4,440	18.4
Sunday		
TOTAL	$24,362	100.0

The distribution of the Saturday and Sunday traffic based on more limited samples is about 12 per cent on Saturday and seven per cent on Sunday.

It has been generally indicated that the level of activity on the bus system tends to drop off throughout the month with the last week experiencing lower ridership than the first week. Review of the October, 1975 statistics do not back up this theory, however, indicating that while the first week in the month is slightly heavier than average (4 per cent above), the last week is only one-half of one per cent below average. The third week in the month develops the low average, only three per cent below the monthly average, while the second week is within one per cent of the average.

It is clear that there is no major change throughout the month, but the first week can be anticipated to be slightly higher than average.

Ocean City Local Bus Service - Extensive data on variations in ridership statistics are not available for the Ocean City local bus or jitney service. Total annual passenger estimates for the past five years range between 47,000 and 69,000 total passengers. The peak year recorded was 1973 when the 69,000 total was achieved. In 1975, an estimated 56,000 passengers rode the buses.

In terms of averages for the year, this reduces to approximately 180 per weekday. Data on ridership for the last week in May, 1976, indicate that about 230 passengers per day were recorded. It is known that volumes are much heavier during summer months when four jitneys as well as an extra bus operate over the route.

Occasionally one extra bus is required to pick up overflow passengers, since the jitney vehicles are not permitted to carry standing passengers.

The Ocean City service can be expected to experience the same seasonal variation pattern as the Atlantic City Transportation Company.

Recent Financial History of ACTC - Between 1971 and 1975 statistics for Atlantic City Transportation Company show a net reduction in regular route revenue; however, during the years immediately preceding 1971, regular route revenues showed a steady increase until 1973 when Atlantic City Transportation Company was forced to suspend all service due to a two-month strike by its employees. In 1972, the year preceding the strike, the Atlantic City Transportation Company carried 4,872,692 regular route passengers and an additional 198,421 passengers in charter, special and school service, for a total of 4,892,113 passengers which generated revenues of $1,391,160. During 1973 regular route patronage fell to 3,446,026 and generated only $1,014,602 in revenues. Charter revenues which had increased over 30 per cent from 1971 to 1972 were severely affected by the strike and have not regained the 1972 revenue level.

At the end of calendar year 1975, regular route patronage was at approximately the 1969 level, while regular route revenues were slightly below 1970 revenues and charter revenues were approximately $14,000 below the 1972 level.

Table 11 shows a seven year revenue history of Atlantic City Transportation Company in addition to patronage for the same period.

Table 11

COMPARISON OF FINANCIAL STATEMENTS
FOR 1971 AND 1975
ATLANTIC CITY TRANSPORTATION COMPANY(1)

	1971	1975
Operating Revenue		
Regular Route	1,219,613	1,133,521
Specials	117,434	139,449
Charter and Schools	9,394	7,031
Other	1,010	1,181
TOTAL	1,347,451	1,281,182
Operating Expenses		
Insurance	157,297	263,776
Employee Welfare Expense	3,395	147,725
General Office Salaries	20,843	112,120
Other	187,485	40,583
Maintenance		
Buses	174,866	199,616
Tires and Tubes	20,780	26,680
Other	129,045	186,807
Transportation		
Drivers Salaries	664,807	791,846
Supervision	97,250	102,850
Other	73,621	139,149
Depreciation		
Structures	1,450	23,655
Revenue Equipment	9,078	18,297
Other	2,223	1,550
Advertising and Traffic		
Advertising	2,417	2,100
Station Expense	13,197	9,511
Other	1,244	1,693
TOTAL	1,558,798	2,067,958
PROFIT/LOSS	(211,347)	(786,776)
Revenue per mile	.894	.772
Cost per mile	1.143	1.250
Miles Operated	1,363,832	1,467,947
Cost per Revenue Hour	12.378	25.708
Revenue Hours	127,796	80,441
Revenue per hour	11.721	14.091
Revenue Passengers	4,406,741	3,890,397

Source: New Jersey Public Utilities Commission.

(1) Does not include subsidy payments by Atlantic County and New Jersey Department of Transportation.

A comparison of revenue and expenses for 1971 and 1975 shows 1975 regular route revenue below 1971 level, with charter revenue slightly increased. Expenses, however, reflect an increase of nearly 68 per cent for insurance, employee welfare benefits increased by a factor of 43 over 1971 figures, and similar increases in depreciation expense and salaries. Cost per revenue hour has more than doubled from the 1971 level of $12.38 per hour to $25.71 per hour at the end of the calendar year of 1975. This increase does not include increases in salaries and benefits negotiated by the labor union that became effective after that date. The cost of service per revenue hour in 1974 was $19.51, indicating that 1976 costs per revenue hour could be as high as $30.00 per hour.

Comparison of ACTC with transit systems in other urban areas with similar populations for the year 1974, it is noted that the other cities had lower operating costs[2] than Atlantic City. Table 12 shows population served and other operating statistics used for this comparison.

Analysis of Increased Costs - Operating costs have increased since 1971 a total of 107.7 per cent from $12.38 per bus hour to $25.71 in 1975. The prime cause for this increase is the cost of labor and fringe benefits. Presently the contract employees enjoy 11 paid holidays each which translate into a total of 1,298 days[3]; vacation time for the 118 Atlantic City Transportation Company employees total 389 weeks. The total of paid holidays and vacation time translate into over 11 man years annually that Atlantic City Transportation Company must pay for but for which

(2) Source: American Public Transit Association 1974 Fiscal Report.
(3) Excludes benefits received from 1976 contract.

Table 12

STATISTICAL COMPARISON OF TRANSIT SYSTEMS
OF URBAN AREAS OF APPROXIMATELY 180,000 IN 1974

ITEM	Atlantic City	New Bedford Massachusetts	Madison Wisconsin	Lincoln Nebraska	Binghamton New York	Stockton California
Population Served	180,000	200,000	198,355	175,000	162,100	176,000
Regular Route Passengers	3,669,427	2,492,549	9,555,297	2,063,726	1,741,021	1,782,296
Bus Miles	1,220,148	1,138,349	3,189,619	1,397,049	917,875	1,171,581
Passengers per Bus Mile	3.01	2.19	3.00	1.48	1.90	1.52
Operating Revenue (1)	1,116,107	696,627	1,790,461	521,000	662,418	615,020
Revenue per Mile	.915	.612	.561	.373	.722	.525
Revenue Bus Hours	90,512	N/A (2)	225,855	106,401	73,942	N/A
Total Operating Expense (3)	1,961,276	1,372,072	3,445,945	1,170,294	966,056	1,215,112
Cost per Revenue Hour	19.51	N/A	15.26	10.999	13.07	N/A
Cost per Revenue Mile	1.60.7	1.20.5	1.08.0	0.83.8	1.05.2	1.03.7

(1) Regular Route Revenue Only.

(2) Not Available

(3) Includes Equipment Depreciation.

it receives no revenue producing activity. This figure does not include sick days where an employee may take the day off but still receive his/her pay while being absent from work.

The ratio of revenue bus hours to driver pay hours in regular service as reported by Atlantic City Transportation Company is excessive (80,441 revenue hours versus 174,720 pay hours), suggesting that for every hour a bus is in service, drivers are paid for 2.17 hours. It appears that recent contract negotiations have placed ACTC in a very weak financial position and one in which labor may wish to reassess its values and needs. Additional increases may be expected to cause the company to close or to sharply reduce the current level of employee civil jobs.

Effective July 1, 1976, a two-year labor contract was signed increasing wages every six months with a $0.25 increase for the first six months, followed by a $0.22, $0.25 and $0.22 increase over the next 18 months. This will bring the hourly rate of ACTC drivers to $6.26 without including cost of living provisions.

Chapter 5

TRANSIT USER CHARACTERISTICS AND NEEDS

Transportation needs within Atlantic County have been identified by conducting interview and questionnaire surveys of specific segments of the area population. Analysis of the sampled results has enabled the Consultant to more objectively evaluate and support the present and future transportation needs of Atlantic County.

Principal travel patterns and needs were illustrated by sampling selected major employers, shopping centers, senior citizen meal locations and visitors to welfare offices throughout Atlantic County. Locations where surveys were conducted are shown in Figure 12. The subsequent text will include procedures and results for each survey with appropriate summary and findings which become a prime ingredient in establishing a basis upon which to design for transportation improvement in Atlantic County.

Employee Survey

The employee survey was conducted at nine major employment centers within Atlantic County, selected in conjunction with the Atlantic County Planning Department. The selected employers represent a variety of business-types, including manufacturing, insurance, and retail. Employment at the individual "generators" ranged from 250 to 1,400 employees, as described in Table 13, with approximately 33 per cent of the employees receiving and returning questionnaires.

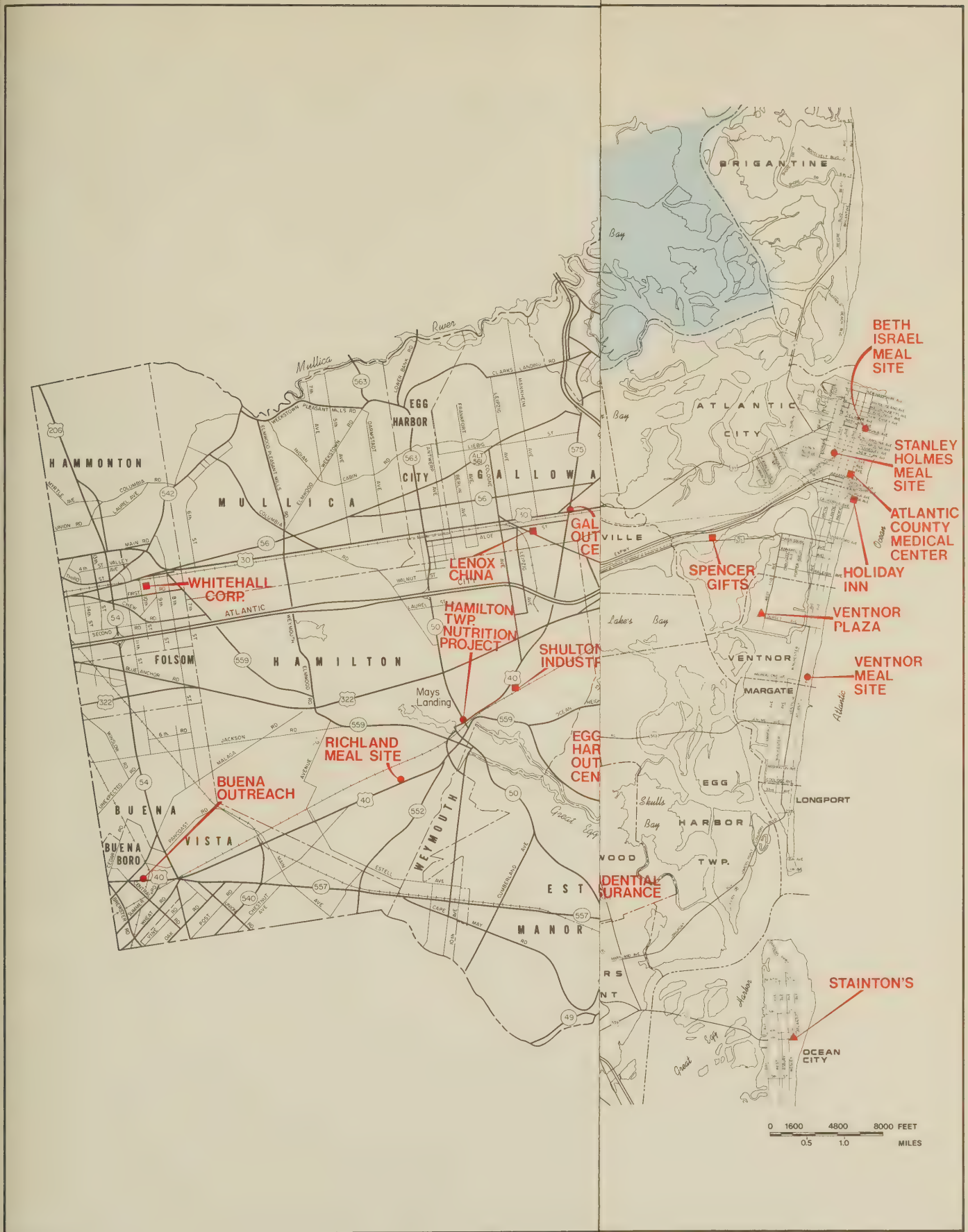
The survey questionnaires consisted of two forms, as shown in Appendix Figure A5-1 and A5-2. Form A5-1 consisted of seven

Table 13

EMPLOYEE ORIGIN-DESTINATION
ATLANTIC COUNTY MAJOR EMPLOYER SURVEY

GENERATOR	TOTAL Employees (1)	RETURNED FORMS Form A	Form B	Total	PER CENT SAMPLE
Atlantic City Electric Company 1600 Pacific Avenue Atlantic City	253	119	57	176	70
Holiday Inn Missouri Avenue and Boardwalk Atlantic City	295	43	20	63	25
Lenox China Tilton Road, Pomona	1,426	304	144	448	31
Prudential, Linwood	885	307	156	463	52
Sears, Black Horse Pike Pleasantville	347	53	17	70	20
Shulton, Inc.	270	34	12	46	17
Spencer Gifts 1601 Albany Avenue Boulevard Atlantic City	695	139	74	213	31
The Press of Atlantic City	300	16	8	24	8
Whitehall Laboratories 100 South Grand Street, Hammonton	340	64	36	100	29
TOTAL	4,811	1,079	524	1,603	33

(1) File Letter March 12, 1976.



LEGEND

- EMPLOYEES
- VISITORS
- SENIOR CITIZENS

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FIGURE 12

Table 13

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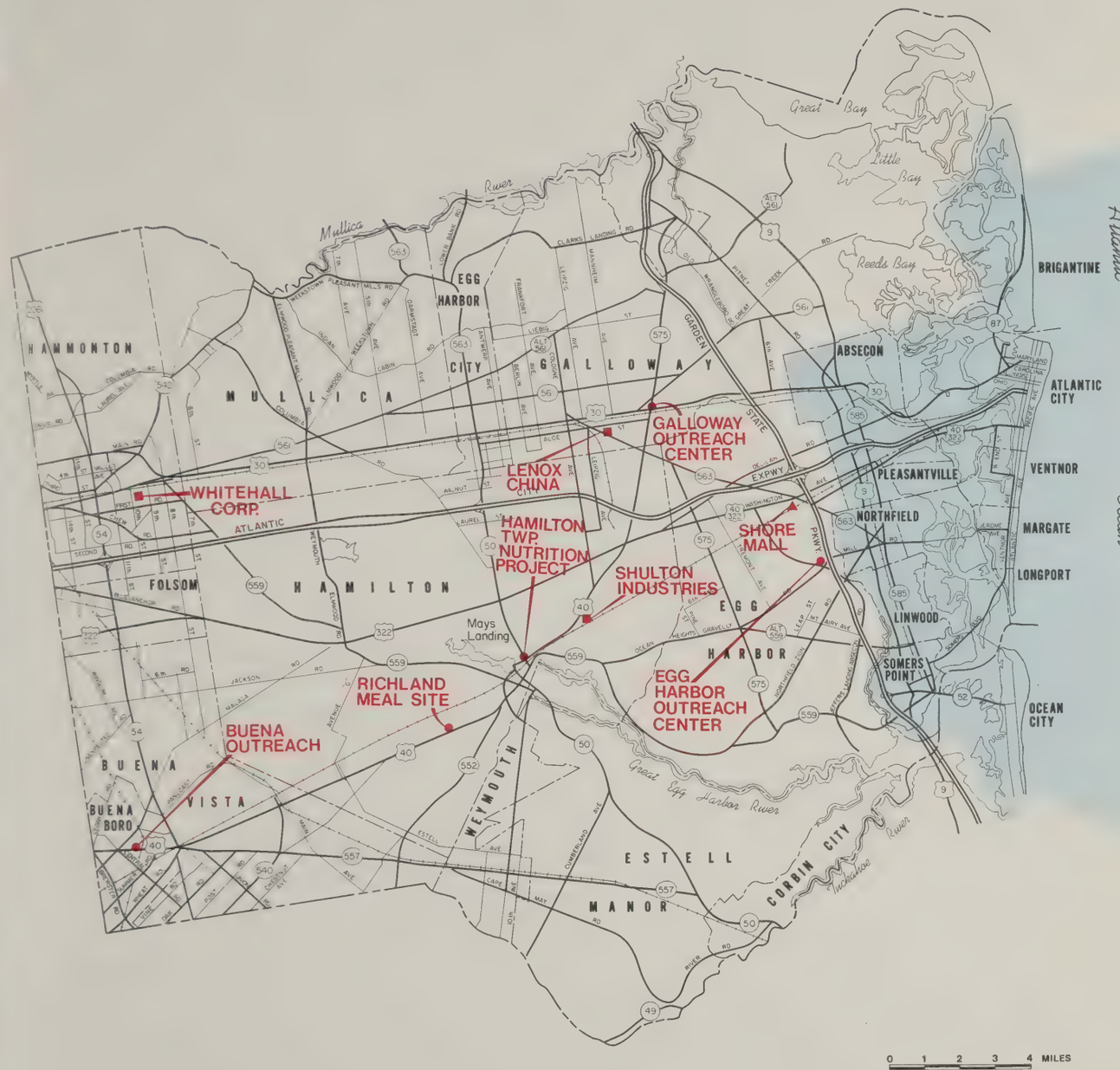

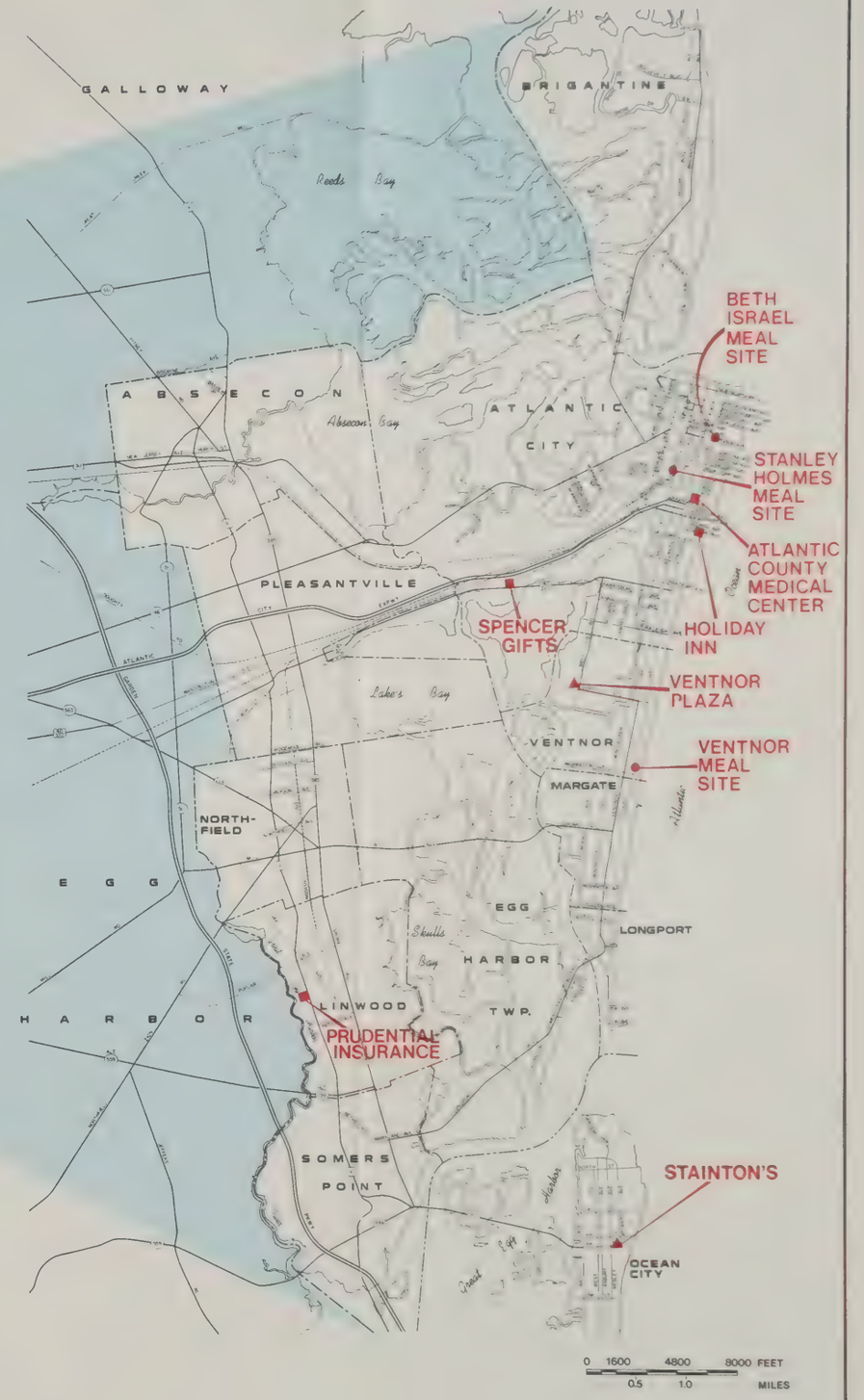

LEGEND
- EMPLOYEES
- VISITORS
- SENIOR CITIZENS

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SURVEY LOCATIONS
ATLANTIC COUNTY AND OCEAN CITY
ATLANTIC COUNTY PUBLIC TRANSPORTATION STUDY

FIGURE 12

questions and was distributed to 1,079 people. Form B consisted of 15 questions, seven of which were the same as Form A, with the remaining eight designed to sample the public transportation "attitudes" of the employees. Distribution of the Form B was approximately one-half that of Form A.

Summary of the employee survey was based upon the relative percentages of the total sample at each site and no attempt was made to factor the results to approximate the total employee population.

Origin-Destination Patterns - Residence addresses of employees established basic origin-destination patterns for the journey to work and return. Presented in Table 14 is the summary of home to work travel patterns of the surveyed sample at each of the employee generators. Six geographical zones, as illustrated in Figure 13, were selected to establish travel patterns within the County. A more detailed description of the residential location and origin code is presented in Appendix Table A5-1.

Atlantic City is the single largest residence location of the employees surveyed with the Route 9 corridor communities of Absecon, Linwood, Northfield, Pleasantville and Somers Point providing the largest areawide resident population of 14.8 and 34.9 per cent, respectively.

Travel Mode - The private automobile is the predominant means of travel to work, accounting for approximately 87.5 per cent of the surveyed work trips as presented in Table 15. Auto passengers contribute 19 per cent of this total, while public transportation, i.e., bus, rail and jitney are only used for 7.4 per cent of the

Table 14

EMPLOYEE ORIGIN-DESTINATION - 1976
Selected Major Generators

DESTINATION (Place of Employment)	COMMUNITY OF RESIDENCE: Atlantic City – Inlet Area No.	Inlet Area Per Cent	Central Area No.	Central Area Per Cent	Albany Ave. Area No.	Albany Ave. Area Per Cent	Total No.	Total Per Cent	Brigantine No.	Brigantine Per Cent	Shoreline Communities (Ventnor, Margate, Longport) No.	Shoreline Communities Per Cent	Inland-Suburban (Route 9 Corridor) No.	Inland-Suburban Per Cent	Inland-Rural No.	Inland-Rural Per Cent	Outside Atlantic County No.	Outside Atlantic County Per Cent	Total
Atlantic City Electric Company	3	1.7	6	3.4	11	6.3	20	11.4	9	5.2	15	8.6	78	44.5	32	18.3	21	12.0	175
Holiday Inn	9	12.5	10	13.9	22	30.6	41	57.0	2	2.8	21	29.2	6	8.2	1	1.4	1	1.4	72
Lenox China	17	3.9	24	5.5	14	3.2	55	12.6	8	1.8	13	3.0	125	28.5	193	43.8	45	10.3	439
Prudential	6	1.3	14	3.0	5	1.1	25	5.4	6	1.3	31	6.7	240	52.2	95	20.7	63	13.7	460
Sears	-	-	2	2.8	-	-	2	2.8	6	8.5	4	5.6	28	39.4	25	35.2	6	8.5	71
Shulton	3	6.4	4	8.5	1	2.1	8	17.0	1	2.2	1	2.2	9	19.1	23	48.9	5	10.6	47
Spencer Gifts	19	8.9	24	11.2	36	16.8	9	36.9	14	6.5	18	8.4	63	29.4	24	11.3	16	7.5	214
The Press of Atlantic City	-	-	1	4.3	6	26.2	7	30.5	3	13.0	6	26.2	5	21.7	1	4.3	1	4.3	23
Whitehall Laboratories	-	-	-	-	-	-	-	-	-	-	-	-	4	3.9	73	71.6	25	24.7	102
TOTAL	57	3.6	85	5.3	95	5.9	237	14.8	49	3.1	109	6.7	558	34.9	467	29.1	183	11.4	1,603

·LEGEND·

1 Atlantic City
2 Brigantine
3 Shore Communities
4 Off-Shore Suburbs
5 Rural Communities
6 Outside Atlantic Co. (Includes Ocean City)

ZONES FOR TRAVEL PATTERN ANALYSIS
ATLANTIC COUNTY AND OCEAN CITY
ATLANTIC COUNTY PUBLIC TRANSPORTATION STUDY

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FIGURE 13

Table 15

MODE OF TRAVEL TO WORK BY EMPLOYER

EMPLOYER	TRAVEL MODE: Public Transit[1] No.	Public Transit[1] Per Cent	Auto Driver No.	Auto Driver Per Cent	Auto Passenger No.	Auto Passenger Per Cent	Other[2] No.	Other[2] Per Cent	Total
Atlantic City Electric Co.	-	-	147	82.1	25	14.0	7	3.9	179
Holiday Inn	24	35.7	20	30.0	4	6.0	19	28.3	67
Lenox China	1	0.2	343	74.6	104	22.6	12	2.6	460
Prudential	2	0.4	344	74.0	102	21.9	17	3.7	465
Sears	-	-	59	88.1	5	7.5	3	4.4	67
Shulton, Inc.	-	-	29	60.0	19	40.0	-	-	48
Spencer Gifts	92	38.2	88	36.5	41	17.0	20	8.3	241
Atlantic City Press	4	13.3	18	60.0	2	6.7	6	20.0	30
Whitehall Laboratories	-	-	90	86.5	13	12.5	1	1.0	104
TOTAL	123	7.4	1,138	68.5	315	19.0	85	5.1	1,661[3]

(1) Includes bus, rail and jitney.
(2) Includes bicycle, walk, taxicab, motorcycle, etc.
(3) Total includes multiple modes reflected in some responses.

daily work trips. It appears, however, if the 19 per cent of employees who travel as auto passengers could be considered potential transit riders, a major increase in transit use would be achieved, creating the need for additional capacity in the transit system.

Auto Availability - Auto availability among sampled employees within Atlantic County is high with 52 per cent of the sample having two or more autos available, as presented in Table 16. Persons without cars, or with only one auto, are included in that segment of employees constituting the captive transit passenger. Further analysis of auto availability, as presented in Table 17, indicates again Atlantic City contain the largest percentage of transit-dependent employees, approximately 31 per cent of the survey sample. When one car families are added to families without cars, nearly 78 per cent of Atlantic City employees are included in this total

Employee Attitudes on Public Transportation

Form B of the employee survey attempted to establish service requirements of a public bus system which would be attractive as compared to other available travel modes. Appendix Tables A5-2 and A5-3 summarize the results of these surveys by travel mode and employer.

Walking Distance to Bus Stop - Approximately 35 per cent of the employees surveyed indicated they would be willing to walk two city blocks or less while an additional 29 per cent would accept a walk of less than five minutes as a reasonable requirement. Together this group composes 64 per cent of the surveyed sample indicating that a walk of less than five minutes is acceptable.

Table 16

TRAVEL MODE BY AGE GROUP AND SEX
ATLANTIC COUNTY MAJOR EMPLOYER SURVEY

AGE GROUP AND SEX		PUBLIC TRANSIT (1)		AUTO DRIVER		AUTO PASSENGER		OTHER (2)		TOTAL (3)	
		No.	Per Cent	No.	Per Cent	No.	Per Cent	No.	Per Cent	No.	Per Cent
Under 18	Male	--	--	--	--	--	--	--	--	--	--
	Female	2	0.1	3	0.2	3	0.2	2	0.1	10	0.6
18 - 35	Male	6	0.4	238	14.3	59	3.5	19	1.2	322	19.4
	Female	39	2.3	412	24.8	128	7.7	21	1.3	600	36.1
36 - 54	Male	3	0.2	127	7.6	29	1.8	9	0.5	168	10.1
	Female	22	1.3	247	14.9	77	4.6	23	1.4	369	22.2
55 and Over	Male	5	0.3	62	3.8	7	0.4	4	0.2	78	4.7
	Female	6	1.0	65	3.9	24	1.4	10	0.6	115	6.9
TOTAL		93	5.6	1,154	69.5	327	19.6	88	5.3	1,662	100.0

(1) Bus and train.
(2) Includes taxi, bicycle, walk, motorcycle, etc.
(3) Total includes multiple modes reflected in some responses.

Table 17

AUTO AVAILABILITY OF EMPLOYEES BY RESIDENCE
Atlantic County Major Employer Survey

RESIDENCE[1]	AUTOS AVAILABLE TO EMPLOYEES								
	0		1		2		3		
	No.	Per Cent	No.	Per Cent	No.	Per Cent	No.	Per Cent	Total
Atlantic City									
Inlet Area	24	9.6[2]	25	10.0	12	4.8	2	0.9	63
Central Area	25	10.0	45	18.1	19	7.6	9	3.6	98
Albany Avenue Area	28	11.2	47	18.9	11	4.4	2	0.9	88
Total	77	30.8	117	47.0	42	16.8	13	5.4	249
Brigantine	0	0.0	22	44.9	22	44.9	5	10.2	49
Shoreline Communities	4	4.6	44	51.2	25	29.1	13	15.1	86
Inland Suburban Communities	28	5.3	208	39.6	206	39.3	83	15.8	525
Inland Suburban/ Rural	14	2.8	190	37.4	228	44.8	76	15.0	508
Other	8	4.3	54	29.0	100	53.8	24	12.9	186
TOTAL	131	8.2	635	39.6	623	38.9	214	13.3	1,603

(1) Refer to Figure 13.
(2) Based on total Atlantic City employees.

This could also be interpreted, based upon normal walking conditions, that people would be willing to walk approximately 2,700 feet to a bus stop which could effectively establish bus route coverage within Atlantic County with more emphasis upon two blocks. Approximately 19 per cent of the sample desiring to walk less than five minutes are present bus passengers, or auto passengers.

Acceptable Wait at a Bus Stop - Acceptable wait time for passengers at a bus stop generally ranges from 5 to 10 minutes, as described by 44 per cent of employees. An additional 29 per cent would be willing to wait as much as 15 minutes, however, if schedules were closely maintained. A maximum 10-minute wait should thus become the service standard for structuring bus service in Atlantic County. This, of course, does not reflect 10-minute bus headways, but an expectation that bus schedules will be maintained with delays of less than 10 minutes. Within the group accepting 10-minute waits, only four per cent of the sample currently utilize bus service, while nine per cent are auto passengers.

Maximum Door-to-Door Travel Time

A 20-to-30 minute travel time appears most acceptable as described by 41.4 per cent of the surveyed employees. Twelve per cent of this group currently utilize public transit or are auto passengers for their journey to work.

With a 30-minute maximum door-to-door work trip, an interesting relationship can be developed around the critical on-board riding time a passenger would desire. The following outline develops the riding time which results from the walk and wait times indicated above:

Walking to Bus Stop	- 5 minutes
Acceptable Wait Time for a Bus	- 10 minutes
Walking Distance from Bus Stop[1]	- 2 minutes
Wait/Walk Subtotal	- 17 minutes
Acceptable Door-to-Door	- 30 minutes
Required Riding Time	- 13 minutes

The acceptable 13-minute riding time at a system speed of about 15 miles per hour describes a route slightly over three miles long. This, in effect, would identify a peak hour coverage area for the major employers surveyed as illustrated in Figure 14.

It should be noted here, that these figures are probably representative of desired travel times from an employment site in Atlantic City or near the core of the urban area. As the location of this employment center becomes more rural, however, the calculations of effective radius within which public transit can be effective should be expected to broaden out to anticipate higher average transit speed. Transit operations on the mainland can be expected to average higher speeds than in downtown Atlantic City where signals every block and frequent stops slow down the service.

Applying the three-mile service radius to Spencer Gifts, one of the major transit-served employers in the study area, it is noted that only the south half of Atlantic City and all Pleasantville fall into the area within 30-minute travel time.

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(1) Assumed based upon walking distance to bus stop.

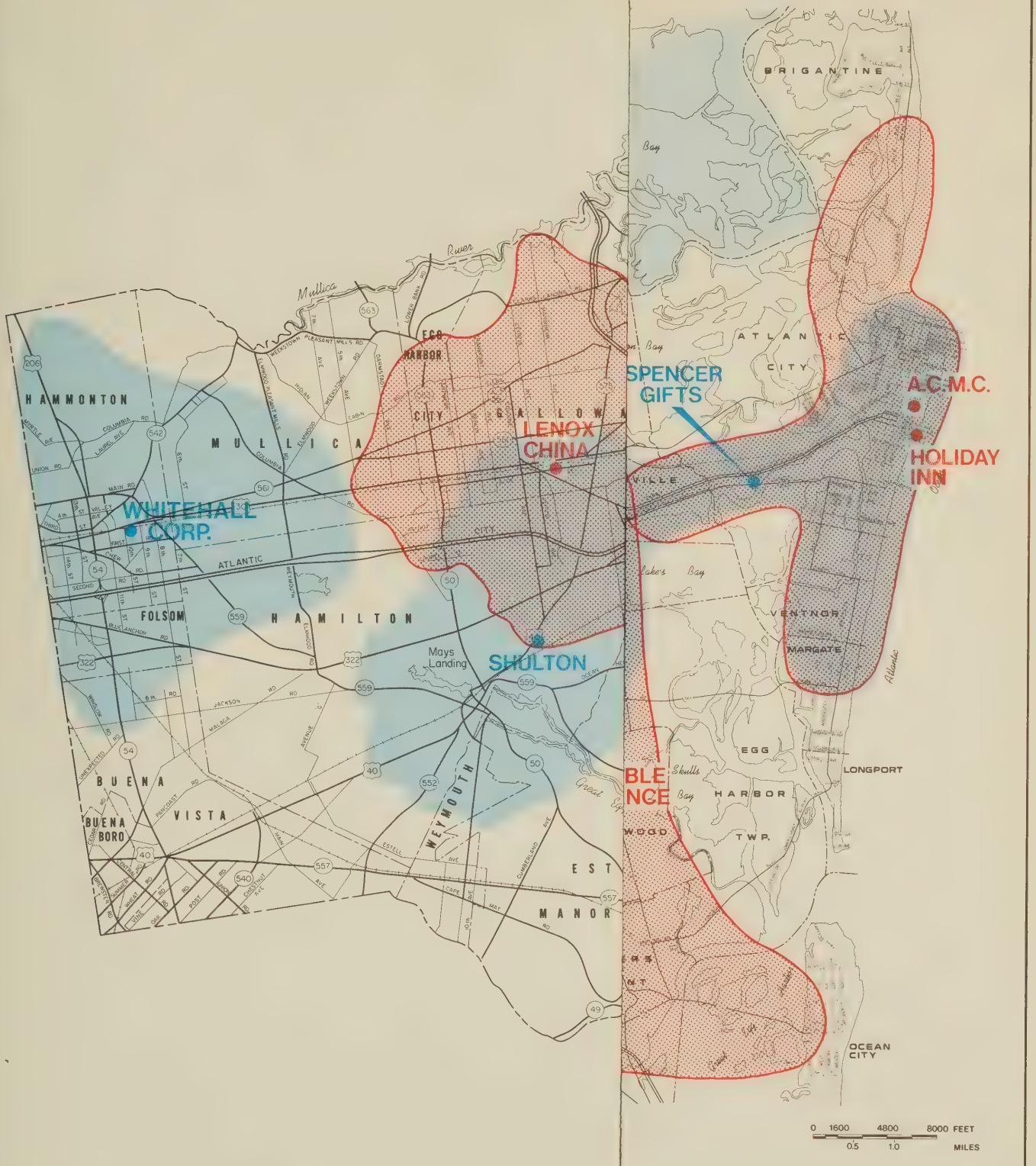

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FIGURE 14

Walking to Bus Stop	- 5 minutes
Acceptable Wait Time for a Bus	- 10 minutes
Walking Distance from Bus Stop[1]	- 2 minutes
Wait/Walk Subtotal	- 17 minutes
Acceptable Door-to-Door	- 30 minutes
Required Riding Time	- 13 minutes

The acceptable 13-minute riding time at a system speed of about 15 miles per hour describes a route slightly over three miles long. This, in effect, would identify a peak hour coverage area for the major employers surveyed as illustrated in Figure 14.

It should be noted here, that these figures are probably representative of desired travel times from an employment site in Atlantic City or near the core of the urban area. As the location of this employment center becomes more rural, however, the calculations of effective radius within which public transit can be effective should be expected to broaden out to anticipate higher average transit speed. Transit operations on the mainland can be expected to average higher speeds than in downtown Atlantic City where signals every block and frequent stops slow down the service.

Applying the three-mile service radius to Spencer Gifts, one of the major transit-served employers in the study area, it is noted that only the south half of Atlantic City and all Pleasantville fall into the area within 30-minute travel time.

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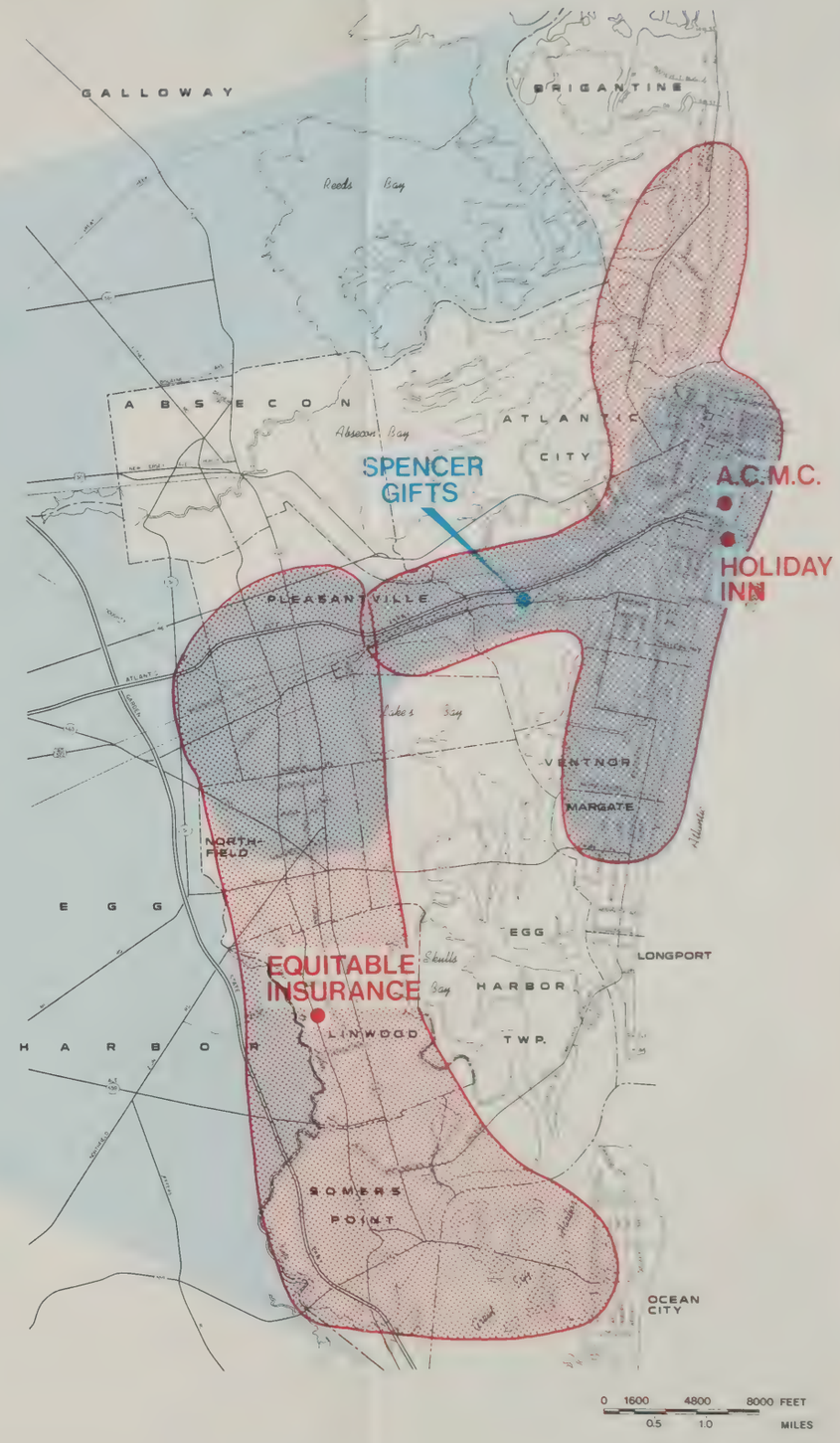
(1) Assumed based upon walking distance to bus stop.



PEAK HOUR SERVICE AREA–MAJOR EMPLOYERS
ATLANTIC COUNTY AND OCEAN CITY
ATLANTIC COUNTY PUBLIC TRANSPORTATION STUDY

Wilbur Smith and Associates

FIGURE 14

While this may be a desired description of transit service, it does not appear as a reasonable standard when measured against actual practice since it is certain that present transit-riding employees of Spencer Gifts came from a broader area. Review of the residences of transit-riding employees of Spencer Gifts indicate that only 35 per cent came from within the three-mile transit ride of their employment site. The average distance ridden on the bus system by Spencer Gifts employees is about 3.85 miles. This distance includes nearly all of Atlantic City as well as Northfield on the mainland. It should be noted, however, that 22 per cent of Spencer Gifts' transit-riding employees ride more than four miles, with one employee coming from over ten miles away (Ocean City).

Acceptable Travel Time Difference Between Car and Bus - The sample survey indicated that 30 per cent of the employees would accept a 10-minute longer travel time by bus than by auto. Approximately 7 per cent of the sample currently are auto passengers. Although the 10-minute additional travel time appears reasonable when comparing bus to auto, it would appear that the bulk of the ten minutes would be consumed in the walk/wait time associated with bus utilization. It follows on this basis that bus travel time would have to equal or be less than auto in order to satisfy the survey sample. This is another measure that does not appear realistic from the survey response.

Approximately 13 per cent of the survey sample indicated acceptable bus travel time would have to be less than auto. Currently, the only means by which this might be achieved would be through utilization of bus priority lanes along roadways which could accommodate this feature without adverse highway capacity and safety impacts.

Acceptable Fare - Survey results indicate $0.35, the present one-zone fare, would be the most acceptable one-way bus fare; however, 28.8 per cent of the sample would accept a $0.50 fare. In general, 62 per cent of the sample would accept a fare structure between $0.35 and $0.50. Since many of the transit riders presently pay for multi-zone rides, this may actually reflect a reduction in present fares.

Bus Shelters - Although 52 per cent of those surveyed indicated they would not take the bus in bad weather, if no shelter were provided, 41 per cent would ride buses regardless of the shelter availability. This would tend to suggest that bus shelters are not a major determinant of travel mode. A program to provide shelters should thus be carefully monitored to insure that present heavy boarding points receive the shelters.

On-Board Standing - Surprisingly, 62 per cent of the sampled employees would be willing to stand up to ten minutes on each trip while riding a bus to their destinations. This suggests that employees are not averse to small periods of standing on buses when all seats are occupied, primarily during peak hour periods. Approximately 22 per cent of the employees are currently using bus transit or are auto passengers.

Reason For and Frequency of Bus Utilization - A variety of reasons were reported by the sampled employees for utilization of bus transit. Of the 70 per cent of the auto drivers comprising the survey sample, 15 per cent might be diverted to buses in preference to driving if adequate service could be provided. Approximately the same percentage of the current auto drivers would favor car pooling over buses. Analysis of the various responses

indicates a potential bus passenger increase of 21 per cent above existing ridership if adequate service was provided. Gasoline prices in excess of $1.00/gallon, rationing of ten gallons/week and parking cost increases of $1.00 above existing rates are not considered major factors in diverting today's Atlantic County auto drivers to the bus system.

Age Group Sampled - Travel mode to work was summarized by age and sex of employees and is presented in Table 16. The 18-35 year age group composed the largest portion of the sample, approximately 55.5 per cent, with 36.1 per cent female, and 19.4 per cent male. Based on all the employee survey data, females comprised 65.8 per cent of the persons interviewed. The greatest number of persons using public transit, based upon survey data, was derived from the females in age group 18-35, which represent 41 per cent of present public transit users.

Work Hours - Principal work activities at the surveyed employers indicate 78 per cent of the sample maintain reasonably typical work days beginning during the 7:00-9:00 A.M. period and ending during the 3:00-5:00 P.M. period, as presented in Table 18. The only noticeable level of work activity occurring outside the typical workday was at Prudential Insurance Company and at Lenox China when 7.0 and 6.4 per cent of the sample, respectively, work during second or third shift hours. It appears, therefore, regular route public transit should most effectively serve Atlantic County workers during normal peak hours, with special services provided, if any, for those employees who may require transportation for second or third shift jobs.

Employee Survey Summary

The employee survey has identified basic public transportation desires of a cross-section of the County's working population.

Table 18

WORK HOURS BY LOCATION (RESIDENCE) BY EMPLOYER
ATLANTIC COUNTY MAJOR EMPLOYER GENERATOR SURVEY

EMPLOYER	ATLANTIC CITY				BRIGANTINE				SHORELINE				INLAND SUBURBAN				INLAND RURAL				OTHER				TOTAL	
	Day Shift (1)		Other		Day Shift		Other		Day Shift		Other		Day Shift		Other		Day Shift		Other		Day Shift		Other			
	No.	Per Cent	No.	Per Cent	No.	Per Cent	No.	Per Cent	No.	Per Cent	No.	Per Cent	No.	Per Cent	No.	Per Cent	No.	Per Cent	No.	Per Cent	No.	Per Cent	No.	Per Cent	No.	Per Cent
Atlantic City Electric	22	1.4	1	0.1	10	0.6	1	0.1	17	0.9	1	0.1	80	5.0	1	0.1	33	2.1	1	0.1	6	0.3	3	0.2	176	11.0
Holiday Inn	30	1.9	10	0.6	2	0.1	1	0.1	9	0.6	2	0.1	5	0.3	2	0.1	1	0.1	1	0.1	-	--	--	--	63	4.0
Lenox China	49	3.1	12	0.7	8	0.5	--	--	8	0.5	5	0.3	93	5.8	30	1.9	143	8.9	50	3.1	43	2.7	7	0.4	448	27.9
Prudential	22	1.4	--	--	5	0.3	1	0.1	25	1.6	8	0.5	175	10.9	63	3.9	71	4.4	26	1.6	53	3.3	14	0.9	463	28.9
Sears	1	0.1	1	0.1	3	0.2	3	0.2	3	0.2	3	0.2	14	0.9	10	0.6	14	0.9	8	0.4	7	0.4	3	0.2	70	4.4
Shulton	3	0.2	3	0.2	--	--	1	0.1	--	--	--	--	5	0.3	4	0.2	6	0.4	16	1.0	6	0.4	2	0.1	46	2.9
Spencer Gifts	76	4.7	--	--	11	0.7	--	--	17	1.1	2	0.1	60	3.8	2	0.1	24	1.5	--	--	21	1.3	--	--	213	13.3
The Press of Atlantic City	7	0.3	--	--	3	0.2	--	--	7	0.4	2	0.1	5	0.4	--	--	--	--	--	--	--	--	--	--	24	1.5
Whitehall Laboratories	--	--	--	--	--	--	--	--	--	--	--	--	6	0.4	3	0.2	34	2.1	39	2.4	6	0.4	12	0.7	100	6.2
TOTAL	210	13.1	27	1.7	42	2.6	7	0.6	86	5.3	23	1.4	443	27.8	115	7.1	326	20.4	141	8.7	142	8.8	41	2.5	1,603	100.0

(1) Normal Day Shift: 7:00-9:00 A.M. to 3:00-5:00 P.M.

The typical Atlantic County bus rider is presented in the following listing which illustrates the consensus of opinions and attitudes of the employed population of Atlantic County. The key characteristics are related to the typical bus commuter and become the framework for evaluating public transportation improvements in subsequent chapters.

The typical Atlantic County bus rider based upon the employee survey would:

- Be a female in the 18-35 age group.
- Utilize a bus daily or when his/her auto is being repaired.
- Walk 5 minutes to a designated bus stop.
- Wait 10 minutes for a scheduled bus.
- Stand 10 minutes on board a bus when a seat is unavailable.
- Pay a fare ranging from $0.35 to $0.50 for a one-way trip.
- Travel 30 minutes door-to-door for trip duration.
- Desire a bus shelter in inclement weather.
- Accept a bus travel time 10 minutes longer than auto.

Major Generator Visitor Survey

A visitor and shopper survey was conducted at five selected retail-business locations presented in Figure 12. The study was conducted at Searstown and in the Shore Mall in Egg Harbor Township, Pantry Pride and the mall at Ventnor Plaza and at Staintons in Ocean City. The survey was designed to supplement the employee survey and identify travel patterns of a sampling of the Atlantic County shoppers. Appendix Figure A5-3, Form C, was utilized for the survey. The Shore Mall locations comprised over 54 per cent of the survey sample, while Pantry Pride, Staintons and Ventnor Plaza interviews comprising 18.3, 14.0, and 13.6 per cent of the total sample of 507 interviews.

Travel Mode - Existing travel mode to shopper centers is strongly auto-oriented since nearly 95 per cent of the sample utilize the auto, either as a driver or passenger. This compares with less than one per cent currently using public transit. Currently, the Shore Mall sample found no visitors who utilized public transit, whereas Staintons, Ventnor Plaza, and Pantry Pride found nominal public transit usage as described in Appendix Table A5-4. A comparison of employee versus shopper auto usage indicates that a greater percentage of the shoppers surveyed utilized the auto, possibly due to infrequent or non-existent transit service to some of the shopping facilities.

Auto Availability - Comparison of auto availability among shoppers surveyed as compared to employees identified in the previously reported survey, it is fairly clear that chiefly those people with an auto would travel to these shopping places. There are no downtown Atlantic City shopping facilities among those surveyed and as a result Atlantic City residents are not highly reported in this study. It is clear that shoppers in these centers have greater exposure to autos than do the group of interviewed employees who live in Atlantic City.

Arrival/Departure Time - Principal arrival/departure activity at the shopper survey locations indicates 44 to 45 per cent of the shoppers are at the site between 3:00 and 6:00 P.M. Only two per cent of the survey sample, principally employees, arrive prior to 12:00 Noon, while the remaining shoppers appear approximately evenly divided between arrivals during the 12:00 Noon-3:00 P.M. and after 6:00 P.M. periods.

Trip Frequency - The estimated number of round trips to the survey locations generally ranged from one to three round trips per

week, which was reported by 42.4 per cent of the sample. Over one-third of the sample indicated one to four trips per month made to the shopping site. It can thus be concluded that on an average, 80 per cent of the shoppers make trips from one to three times a week to retail shopping centers in Atlantic County.

Age and Sex of Shoppers - The largest percentage of shoppers interviewed were derived from the 18-35 age group composed of 18.7 and 19.5 per cent male and female, respectively, as presented in Appendix Table A5-4. The largest individual group surveyed included females between the ages of 36-54. It appears generally the male and female shoppers are equally divided, the majority, 32.2 per cent, within the 18-35 age group.

Shoppers aged 55 and older comprised a significant portion of the sample with nearly 24 per cent in this group. This suggests potentials for public transit to major shopping centers to serve the senior population 55 years and older.

Major Generator Visitor Survey Summary

The typical Atlantic County shopper, based upon results of the survey reported above is:

- Between 18-54 years old.
- Has one auto available.
- Shops from one to three times a week.
- Shops between 3:00-6:00 P.M.
- Utilizes an automobile principally as a driver.

These general characteristics reflect the responses received from the survey. Although this survey does not describe the shoppers' attitudes on public transportation, results can be utilized as a guide to planning for off-peak service to retail shopping centers within Atlantic County.

Transit Needs of Welfare Recipients

A special survey was undertaken, through the cooperation of the case workers for Atlantic County's Department of Welfare, who obtained information on present travel habits and travel needs of welfare recipients. As the recipients made their regular monthly report visit to the Welfare Department at Atlantic City, they were interviewed, using a survey form developed by the consultant and the Department of Planning to obtain the desired travel information.

Among the items recorded on the survey form, a copy of which appears as Appendix Figure A5-4 were the number of daily transit trips presently made by members of the respondent's family, number of trips not presently served, but desired, present trip purposes, as well as purposes of desired trips, expected or desired fare level, and an estimate of annual household income. Table 19 summarizes the data obtained from these survey forms by community of residence. Welfare recipient's responses to the questions above have been recorded.

Welfare recipients sampled reported their families use transit for approximately 90 trips per weekday. Nearly 85 per cent of these trips are made by residents of Atlantic City and Pleasantville, with another five per cent made by residents of the balance of the Atlantic City urban area.

For each two of the transit trips presently made by welfare recipients, one additional daily trip by transit is desired but service is not available. Only about 25 per cent of the desired trips are by Atlantic City residents. Major desires for additional

Table 19

TRANSIT TRAVEL BY WELFARE RECIPIENTS

COMMUNITY OF RESIDENCE	AVERAGE DAILY TRANSIT TRIPS (By Households)	AVERAGE DAILY TRANSIT TRIP POTENTIAL NOT PRESENTLY SERVED	PRESENT TRIP PURPOSES Purpose	Per Cent	POTENTIAL TRIP PURPOSES Purposes	Per Cent	POTENTIAL FARE LEVEL	AVERAGE ANNUAL HOUSEHOLD INCOME
Atlantic City	60	12.6	Shop	44	Shop	56	--	--
			School	7	Pers. Bus.	2		
			Soc-Rec.	13	Medical	8		
			Medical	25	School	14		
					Recreation	16		
					Work	4		
Absecon	1.4		Shop	75	Shop	50	.35	$2,500
			School	25	Work	50		
Brigantine	.8	--	Shop	25			.35	3,000
			Work	50				
			Medical	25				
Buena Vista	.6	.2	Shop	33	Shop	100	.35	3,000
			School	33				
			Work	33				
Egg Harbor City	.8	2.8	Shop	75	School	77	.35	3,000
			Medical	25	Shop	15		
					Social	8		
Estell Manor	--	.8			Doctor	75	.35	
					Social	25		
Gallaway	.6	.2	Shop	25	Shop		.25	1,500
			Bus./Social	75				
Hamilton	6	9.2	Shop	37	Shop	40	.50	3,000
			Work	3	Medical	6		
			Medical	17	Meals	17		
			Meals	13	Soc./Bus.	37		
			Soc./Bus.	27				
			School	3				
Hammonton	.6	7.5	Shop	75	Shop	39	.50	2,600
			Work	25	Medical	11		
					Pers. Bus.	50		
Linwood	.5	1	Shop	50	Shop	60	.35	
			School	50	Doctor	40		
Mullica	--	1			School	100	--	--
Pleasantville	16.3	7	Work	12	Work	11	.35	3,500
			Shop	21	Shop	27		
			School	30	School	14		
			Doctor	10	Doctor	16		
			Soc./Bus.	27	Meal	5		
					Pers. Bus.	27		
Somers Point	1.8	2	Shop	25	Shop	40	.50	4,400
			Doctor	13	Doctor	10		
			Soc./Bus	62	School	50		
Vineland	.2	2	Shop	100	Shop	100	.25	1,500
Total	89.6	46.3						

trips are recorded for residents of Hamilton Township, Hammonton, and Pleasantville, which account for about half of the desired trips.

Purposes of present trips cover the full range from work through recreation, with major numbers involved in shopping, school, medical-dental visits, and other personal business.

Potential or desired trip purposes vary considerably based on community of residence of respondees, but shopping, school and medical-dental visits appear frequently in the percentages for each community. The desired fare for service not presently available is in the range of $0.25 to $0.50, which would be anticipated when the average household imcomes are noted to be in the range between $1,500 and $4,400, with most about $3,000.

Further review of these and related statistics on desired transit trips will be developed later in this report.

Senior Citizen Travel Characteristics

Using the same forms as were used in the Welfare survey, senior citizens were requested to fill out questionnaires when they visited meal sites or outreach centers at eight locations around the county during March, 1976. Two Atlantic City meal sites, Stanley Holmes and Beth Israel, and one in Ventnor in the Atlantic City Urban Area and five meal sites in Outreach centers in Richland, Hamilton Township, Galloway Township, Egg Harbor Township and Buena Borough were the locations for this phase of the study. Summarized in Table 20 are the results of these surveys, in which 381 questionnaires were returned.

Table 20

SENIOR CITIZEN TRAVEL HABITS AND DESIRES

MEAL SITE OR OUTREACH CENTER	COMPLETED QUESTION-NAIRES	AVERAGE DAILY TRANSIT TRIPS BY FAMILIES REPRESENTED	TRANSIT TRIPS PER FAMILY	AVERAGE DAILY TRANSIT TRIP POTENTIAL NOT PRESENTLY SERVED	PRESENT TRIP PURPOSES		POTENTIAL TRANSIT TRIP PURPOSES		POTENTIAL FARE LEVEL		AVERAGE ANNUAL HOUSEHOLD INCOME
					Purpose	Per Cent	Purpose	Per Cent	Rate		
Stanley Holmes Medical Site Atlantic City	68	49	0.72	14	Shop Work Medical	32 29 23	Shop Medical	32 26	0.25	(57)	$2,700
Ventnor Meal Site	76	10	0.13	5.6	Shop Doctor Meal Social/ Recreational	35 11 19 35	Shop Doctor Meal Social/ Recreational	71 4 4 21	0.25	(36)	
Beth Israel Meal Site Atlantic City	82	10	0.12	10.6	Shop Medical Social/Meals Work	38 23 33 6	Shop Medical Social/ Recreational	42 36 22	0.25	(31)	2,900
Richland Meal Site	59	1.4	0.02	1.6	Shop Medical Social/Meals	57 14 29	Shop Medical Social/ Business	35 21 44	0.50	(35)	3,000
Hamilton Twp. Nutrition Project	26	5	0.19	1.6	Shop Medical Social/Meals	44 26 30	Shop Medical Social/ Business	38 8 54	0.25	(27)	2,500
Galloway Outreach	13	1.3	0.10	1.6	Shop Medical Social/Meals	29 57 14	Shop Medical Business	25 62 13	1.00	(50)	2,300
Egg Harbor Outreach	41	2.3	0.06	3.3	Shop Medical Social/Meals	46 15 39	Shop Medical Social/ Recreational	59 35 6	0.25	(90)	2,000
Buena Outreach	16	4.1	0.26	8.1	Shop Medical Social/Meals	24 14 62	Shop Medical Social/ Recreational	38 24 38	0.25	(60)	2,300
TOTAL	381	83.1	0.22	46.4							

An average of 83 transit trips per day were recorded by the 381 families, an average of approximately .22 trips per family or 22 transit trips per 100 senior citizen family units. The transit trip generation was obviously much higher in Atlantic City and the urban portion of the County where at the Stanley Holmes Meal Site respondents indicated their families made 0.72 transit trips per day.

According to the respondents in this group, as among the Welfare recipients, there is a potential for an additional one bus trip for each two presently made. Trip purposes are much the same as for the Welfare recipients, with the exception that "social and meal" becomes a major purpose for senior citizen travel.

It is interesting to note that average household income, as reported by the senior citizens, is very similar to that reported by the Welfare recipients.

Table 21 summarizes the present numbers of trips which are not made because transportation is not available as determined at each of the Outreach Centers. The seventy people who participated in the survey at the Outreach Centers reported a total of over 100 weekly round trips which are not made but would be,given the transportation opportunity. Based on the rate suggested above there is heavy latent demand for transportation among the senior citizens. The average demand appears to be 1.5 weekly round trips per senior citizen visitor to the Outreach Center.

Table 21

DESIRED TRAVEL, WEEKLY ROUND TRIPS[1]

CENTER	ORIGIN	DESTINATION: Atlantic City	Vineland	Richland	Philadelphia	Pleasantville	Bridgeton	Mays Landing	Cherry Hill	Total
Buena Outreach	Landisville	.50	1.0	---	---	1.0	---	---	---	2.75
	Richland	.25	7.0	9.0		1.75	.50	.25	.50	24.00
	Mizpah	.25	.25	3.0	.25					3.75
	Estell Manor	.50		1.0						1.50
	Buena	.25				.25				.50
	Total	2.25	8.25	13.0	0.25	3.00	5.00	0.25	0.50	32.50

CENTER	ORIGIN	DESTINATION: Pleasantville	Hammonton	Northfield	Vineland	Egg Harbor City	Atlantic City	Shopping Center	Not Specified	Total
Galloway Outreach	Absecon	1.0		1.0					1.0	3.00
	Egg Harbor City		1.0			.50			9.0	10.50
	Total	1.0	1.0	1.0		.50			10.0	13.50
Egg Harbor Outreach	Pleasantville						1.0	2.0	44.0	47.00
	Mays Landing				1.0			1.0		2.00
	Somers Point								2.0	2.00
	Northfield								1.0	1.00
	Egg Harbor City								2.0	2.00
	Total				1.0		1.0	3.0	51.0	56.00

(1) Trips not presently made for lack of transportation.

Chapter 6

GOALS, OBJECTIVES AND CONCEPT PLANS

The development of a public transportation plan for Atlantic County will be based upon the data presented in preceeding chapters on the existing status of public transportation services in the county; the trends and recent experience in growth of the county's communities; operating experience as reflected in field surveys of transit usage and financial reports on present operators; and characteristics of present transit users as well as automobile drivers and passengers and their perception of the desirable elements of future transit systems.

Each of these data items is important in structuring a public transportation system which is responsive to public demands and needs. However, to place all these matters in proper perspective it is essential to relate the information available to goals and objectives which reflect the desires of the community and can offer a basis for evaluating the success of plans for improvement.

Accordingly, this chapter deals with goals and objectives and with a variety of concepts or approaches to improved, more responsive public transportation service, which are evaluated as related to the goals and objectives to identify the basic types of proposals which should be pursued to fill out the plan for public transportation.

During the course of early meetings with representatives of the Atlantic County Board of Public Transportation in October-December, 1975, many of the goals and objectives of the transit study were discussed, as a result of ideas introduced by various Board members. The Board, as representatives of the community,

thus provided county input in the establishment of study objectives. These early discussions produced the following goals for public transportation in Atlantic County and the basis for evaluation of strategies to be considered for improved service and increased utilization of that service:

1. Improved management of Atlantic City Transportation Company to develop increased efficiency, reduced subsidy requirements and a service fully responsive to the needs of the community;

2. Improved service to low income employees dependent on the system for transportation;

3. Maintenance of intercity service to New York and Philadelphia;

4. Extended service to recently developed colleges, hospitals and other suburban traffic generators;

5. Coordinated mobility for senior citizens, disadvantaged and handicapped persons in both urban and rural portions of Atlantic County;

6. Consideration of pedestrian malls and related environmental improvements in routing plans for Atlantic City's central business district;

7. Improved marketing and public relations in the management of the Atlantic City Transportation Company to make the public fully aware of services available;

8. Review of fare collection procedures of ACTC and feasibility of up-grading for better revenue control and bus utilization data;

9. Consideration of transportation needs on a county-wide basis and development of demands on this basis; and,

10. Coordination of inter-city operations through fuller utilization of the Atlantic City Municipal Bus Terminal.

All of the above points were fully considered in the development of plans for short-term improvements. Some goals appear more reachable than others on the list, but consideration was given to each and each will be reviewed in terms of the proposed implementation plan.

Additional goals, not specifically enumerated in discussions with the Board of Public Transportation, but which must be a factor in short-range planning for Atlantic County include:

1. Economic feasibility in terms of net costs;

2. Consideration of energy conservation in proposed programs; and

3. Conformity to established State Transportation Plans or development of modifications responsive to other goals within financial constraints of the State Plan.

Alternative Transit Improvement Strategies

An extensive series of alternative strategies has been perceived for consideration in the development of combinations which appear to be most responsive to the needs and goals of Atlantic County.

Each strategy contains both short-range and long-range values and will be considered and evaluated in terms of the goals outlined above.

Restructured and Extended Routes - Major route restructuring and extensions have been incorporated into the Immediate Action Plan. These route revisions provide service to medical, employment, shopping and educational generators not served by the present route structure.

Express Bus Service - During peak periods it is desirable that express buses be incorporated into the route system to obtain several benefits including: the reduced travel time for the passenger to a destination; attraction of latent users and automobile drivers resulting in increased operating revenues; ability of the bus and driver to operate one or more additional trips, thus increasing system efficiency. The most likely route that express bus service can be applied to is the Longport route from Margate to Albany Avenue in both directions.

Schedule Modifications - Modification and revision of several schedules appears necessary to improve coverage service and the demand on the system. Where schedule modifications are affected, every effort is being made, and emphasis placed on, obtaining a clockface schedule as part of an overall marketing strategy.

Transit/School Combined Services - Students of the Atlantic City Public School System,and particularly the High School, ride regular scheduled transit buses to and from school. Students are required to deposit a fare in the fare box upon boarding. This

practice should be continued since it offsets some losses incurred by the transit operator and does not require Atlantic City to purchase a fleet of school buses or incur the expense of operating and maintaining a separate fleet of vehicles.

In rural portions of the county where regular public transit does not exist, an extensive school bus fleet is available. These buses are used for occasional special trips during non-school hours.

Transit-Oriented Street Improvements - Operational improvements usually involve low capital cost and aid in speeding up buses resulting in better on-time schedule performance and system efficiency. Among these types of improvements are:

1. Special left-turn signal phases at select locations;
2. Preferential signal timing to aid bus travel time;
3. Bus only lanes or streets to facilitate transit vehicle movement;
4. Initiation of parking regulations to clear the curb lane for bus operations during peak hours;
5. Improved identification of bus stop locations and installation of prominent "No Parking" signs; and
6. Pavement and pavement markings in support of signing at transit stops in outlying areas to provide tennants for transit vehicles.

Dial-A-Ride Transit Service

Other than the local taxi companies, no Dial-A-Ride services exist that are for general public utilization. Because of the linear pattern of Atlantic City and the frequency of other services, such as the regular ACTC routes and jitneys, additional Dial-A-Ride

services, other than the local taxi companies, are generally not needed for the urban areas. However, in rural areas, the Dial-A-Ride type of service provides a lower cost alternate to taxi service, which may fill a void in the absence of regular route service in off-peak, evening and weekend hours.

Rural Transportation Services

The existing rural transportation services are fragmented, overlapping, inefficient and not cost-effective. Of the 19 Atlantic County social service organizations providing transportation to select user groups, nine concentrated their efforts on a single group, the elderly, three services are entirely for children, four concentrated travel to medical or health care facilities, and three on various other target groups.(1) There is a serious lack of coordinated administration of these services resulting in wasted resources that can be applied with greater citizen benefit through a coordinated rural transportation system administered through a single agency.

Fringe Parking - This potential can be explored using the larger shopping centers on the outer perimeter of Atlantic City; i.e., Two Guys, Shore Mall, Cardiff Shopping Center and Pleasantville Mall to effect a gain in transit patronage using existing services and vehicles. Secondary fringe parking sites are church lots and drive-in theaters where these are well-located along major transit lines in areas where it is attractive for cost and travel time considerations to effect a mode change.

(1) Includes mental health, shut-ins, alcoholics, and physically handicapped.

Car Pooling - In the absence of public transit operating on a regular schedule or some type of charter or industrial tripper service to major industrial employment locations, car-pooling offers a lower level of improved worker transportation efficiency. Most large employers are encouraged to undertake the organization of car pools by a combination of transportation, environmental and energy officials concerned with reducing vehicle miles of travel throughout the state. Such programs generally involve provision of lists of employee addresses with some indication of interest in car-pooling with the individuals to take the initiative in organizing themselves in pool groups.

Inter-County Service Coordination and Transfer

Presently very little coordination between local and inter-county services exists. Some interfacing exists at the Atlantic City Municipal Bus Terminal between Atlantic City routes and intercity routes operated by Lincoln Transit Company and Transport of New Jersey. Through fares between Atlantic City Transportation Company and Lincoln Transit Company and Transport of New Jersey would be impractical since ACTC tariff is controlled by the State of New Jersey and the intercity carriers tariff is controlled and regulated by the Interstate Commerce Commission which must approve and change tariffs of operating companies under its jurisdiction. The Ocean City jitney service operates to the Ocean City Bus Terminal to interface with ACTC and the intercity carriers but through fares are not practical for the same reason as in Atlantic City. Schedule coordination appears to be the best means of coordinating these two services in Atlantic County.

Passenger Amenities and Marketing Strategies - Since marketing strategies and passenger amenities compliment each other but are

essentially different in nature. Marketing strategy is designed to make the service look attractive to users and potential users to attract patronage and retain that patronage, while passenger amenities are designed to increase passenger comfort during the queuing stages of a trip and during the actual trip.

Passenger amenities, such as bus stop shelters, should be placed at strategic locations. Presently, there are some benches located along the ACTC routes but they are infrequent and in questionable repair. Present passenger shelter facilities are limited to a waiting room in the Atlantic City Transportation Company's garage at the inlet, and enclosed waiting areas at the Pleasantville Terminal, Franklin Street Terminal, in Margate and Ocean City Bus Terminal, all of which are heated. Shelters are found in two locations along Atlantic Avenue, near the bus terminal between Arkansas and Missouri Avenues and at the transfer location between North and South Carolina Avenues. Benches are located at nearly every bus stop along Atlantic Avenue in the commercial center of Atlantic City.

Present passenger boarding zones are crudely marked with a cement post or inconspicuous sign stating only, "Bus Stop".

Use of School Buses in Para-Transit Service

Utilizing school buses between the periods in which these buses are normally used to carry school children can result in the benefits to be derived from transportation service where none presently exists. This type of service can be cost-effective since an existing bus and driver are being utilized when they would normally be out of service and neither new equipment nor drivers need be provided.

There are several user groups that would be most benefited from this method of providing service. One in particular would be the rural elderly who have no cars. Trip purposes of this group could

be medical, shopping, social and recreational, each of which is more important to the rural user than the urban user simply because of the greater distances the rural user must travel for these purposes. The use of school buses is not without disadvantages. Since school buses are designed for children rather than adults, measurements of school bus equipment are different than regular public service transit-type equipment. Spacing between passenger seats on school buses, entrance door widths, and grab rails are generally located in inconvenient areas on school equipment. Heating and ventilation systems are frequently under-rated in school equipment. The safety record of school buses is the poorest of all forms of bus transportation.

Evaluation of Goals and Strategies

The goals and strategies which have been outlined in the earlier portion of this chapter have been reviewed and evaluated in terms of:

1. The relative importance of each strategy in the achievement of each of the indicated goals; and,

2. The relative significance of each goal in the achievement of the individual strategies outlined.

A matrix table has been prepared which summarizes the results of this evaluation. This analysis of study objectives and goals in terms of local concerns can be processed by any citizen or community group in order to establish the overall importance of the various strategies.

The goals were reduced from the ten which were set forth earlier to seven due to similarity of certain ones which were linked together for this review. A total of 11 strategies were then related to the goals, and in each case, each strategy was ranked from ten to four in terms of importance of each goal in

that strategy while each of the goals was ranked from ten to zero to indicate the importance of each strategy in achieving the indicated goals.

Table 22 sets forth the resulting ratings which were established for the potential programs. In evaluating the importance of the seven goal statements, it appears that the need for county-wide public transportation services stands out as the leading goal, with service to low income areas second followed by expanded local service as a third order of priority. Following these come the need for management, public relations, and marketing improvements for Atlantic City Transportation Company, the senior citizen mobility problem, pedestrian malls and environmental improvements, and inter-city service and coordination.

Ranking of the alternative strategies suggests that most importance should be attached to the restructuring and extending of existing routes and services. This strategy is followed by concern for schedule modification as a second priority item, rural transit service ranks third, and passenger amenities and marketing strategies appears to be a fourth item of importance.

The low ranking strategies clearly are fringe parking and car pooling which have fairly minimal importance in a community of Atlantic City's character where, unless environmental and energy concerns become more important, the car pool is competitive with transit improvements and the community basically is not of a size and density to justify fringe parking concepts. This tabulation suggests that relative priorities of importance can now be assigned to each of the strategies and through the ratings which have been assigned to the individual goal/strategy combinations, it is possible to put into priority format the transit proposals that should be addressed in the short-range action program for the County. It is possible to summarize from the table and come up with a statement of top ranked strategies for each goal in order of the weighting

Table 22

SUMMARY OF GOALS AND STRATEGIES

GOALS IN PRIORITY ORDER	RANKING STRATEGIES IN RESPONSE TO THESE GOALS
County-wide Needs	Rural transit service Combined transit/school service Dial-a-ride service
Service to Low-Income Areas	Schedule modifications Restructured and extended routes Rural transit service Combined transit/school service
Expanded Local Service	Restructured and extended routes Schedule modifications Dial-a-ride service Express bus service
Management, Public Relations, and Marketing of A.C.T.C.	Restructured and extended routes Schedule modifications Passenger amenities and marketing strategies
Senior Citizen Mobility	Dial-a-ride service Rural transit service Car-pooling
Pedestrian Malls and Environment	Street improvements Passenger amenities and marketing Fringe parking Restructured and extended routes
Intercity Service and Coordination	Intercity schedule coordination Rural transit service Express bus service

which has been established. This type of summary appears in Table 23 where the top three strategies for each of the top priority goals is identified. The following chapters in the report will attempt to respond to these goals and strategies in the development of a short-range plan and recommendations for public transportation throughout Atlantic County over the next five years.

Review of the repeatedly referenced strategies for transit improvement in Atlantic County indicates that rural transit service improvement, restructured and extended routes, schedule modifications and dial-a-ride service, are important in the achievement of the goals which have the highest apparent ranking for the County. Following these in priority order would be combined transit and school service, express bus service, and passenger amenities and marketing strategy improvements.

It appears, therefore, that these strategies can be combined into the proposed work program for short-range improvement in transit and should be given top priority and consideration for inclusion in the program.

Table 23

INTERACTION OF GOALS AND STRATEGIES

STRATEGIES	GOALS: Management, Public Relations, and Marketing of A.C.T.C.	Service to Low Income Areas	Intercity Service and Coordination	Expanded Local Service	Senior Citizen Mobility	Pedestrian Malls and Environment	County-Wide Needs	Total Rating
Restructured and Extended Routes	19	16	10	20	11	17	9	102
Express Bus Service	11	9	15	15	5	11	14	80
Schedule Modifications	19	19	13	16	12	9	8	96
Combined Transit/ School Service	14	16	8	11	6	5	19	79
Street Improvements	13	13	7	13	8	20	6	80
Dial-A-Ride Service	6	14	11	15	20	5	17	88
Rural Transit Service	8	16	16	7	18	9	20	94
Fringe Parking	11	4	10	10	5	17	8	65
Car-Pooling	4	9	6	5	17	9	16	66
Passenger Amenities & Marketing Strategies	17	12	10	12	13	18	9	91
Intercity Coordination	7	9	20	11	13	7	16	83
TOTAL	129	137	126	135	128	127	142	924

Chapter 7

IMMEDIATE ACTION PROPOSALS

A set of recommendations, designed to be implemented immediately, has been developed for improvement of public transportation in Atlantic County and Ocean City. The recommended actions are based on analyses of needs and opportunities developed in the Short-Range Transit Plan Study, and have been refined and supplemented to provide further recommendations for public transportation improvement and coordination.

The following objectives guided development of the Immediate Action proposals, which were focused on the urban portion of the County and Ocean City where the bulk of the present bus service is located:

1. To extend service to residential sections and major generators not presently served by ACTC routes;

2. To achieve greater efficiency in the use of equipment and manpower in ACTC operations;

3. To improve ridership and reduce the amount of subsidy requirements to ACTC, if possible; and,

4. To expand the use of existing transportation resources for total transportation services.

To meet these objectives, the proposals outlined in Table 24 were developed and while they are short-term service improvements, they do contain long-term benefits. These proposals are discussed in the following pages.

Table 24

IMMEDIATE ACTION PROPOSALS

NEW ROUTES:	1.	Shore Mall - Atlantic County Medical Center - Stockton State College
ROUTE EXTENSIONS:	2.	Brigantine to Atlantic City - Pleasantville-Shore Mall
	3.	Atlantic City to Pleasantville-Absecon-Seaview-Atlantic County Medical Center-Stockton State College
COMBINED ROUTES:	4.	Chelsea-Ventnor Heights-Bungalow Park
	5.	Longport-Margate-Ventnor-Venice Park
EXPANDED SERVICES:	6.	May's Landing
	7.	Atlantic City-Ocean City via New Road (U.S. Route 9)
ADJUSTED SERVICES:	8.	Coolidge-Amherst Shuttle

The proposed routes, schedules and service levels are discussed in detail in this section. Cost comparisons with present service levels are addressed in detail. The proposed route changes are shown in Figure 15.

New Route

1. Shore Mall - Atlantic County Medical Center - Stockton State College

This route will extend mainland service from the Shore Mall area to the Atlantic County Medical Center and Stockton State College in Galloway Township, west of the Garden State Parkway. Initial service is proposed to consist of four round trips; one in mid-morning, and three in early afternoon. These trips would supplement the service to and from Stockton State College and Atlantic County Medical Center via the Pleasantville terminal which would be provided by the seven daily trips on the extended Absecon Route (see description of Route 3).

	EXISTING ROUTES	NEW ROUTE	ROUTE EXTENSION	COMBINED ROUTES	EXPANDED SERVICE
Shore Mall-Atlantic Co.-Medical Ctr.					
Brigantine-Atlantic Co.-Shore Mall					
Atlantic City-Pleasantville-Absecon-Stockton State College					
Chelsea-Ventnor Hts.-Bungalow Park					
Longport-Margate-Ventnor-Venice Park					
Mays Landing					
U.S. 9-Northfield-Linwood-Somers Point-Ocean City					
Coolidge-Amherst-Shuttle (Jitney)					

▲— Load Count Location

FIGURE 15

Table 24

IMMEDIATE ACTION PROPOSALS

NEW ROUTES:	1.	Shore Mall - Atlantic County Medical Center - Stockton State College
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	3.	Atlantic City to Pleasantville-Absecon-Seaview-Atlantic County Medical Center-Stockton State College
COMBINED ROUTES:	4.	Chelsea-Ventnor Heights-Bungalow Park
	5.	Longport-Margate-Ventnor-Venice Park
EXPANDED SERVICES:	6.	May's Landing
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	EXISTING ROUTES	NEW ROUTE	ROUTE EXTENSION	COMBINED ROUTES	EXPANDED SERVICE
Shore Mall-Atlantic Co.-Medical Ctr.					
Brigantine-Atlantic Co.-Shore Mall					
Atlantic City-Pleasantville-Absecon-Stockton State College					
Chelsea-Ventnor Hts.-Bungalow Park					
Longport-Margate-Ventnor-Venice Park					
Mays Landing					
U.S. 9-Northfield-Linwood-Somers Point-Ocean City					
Coolidge-Amherst-Shuttle (Jitney)					

▲— Load Count Location

IMMEDIATE ACTION PLAN
ATLANTIC COUNTY AND OCEAN CITY
ATLANTIC COUNTY PUBLIC TRANSPORTATION STUDY

Wilbur Smith and Associates

FIGURE 15

The four round trips proposed over this route during midday are spaced so a passenger may travel to the Atlantic County Medical Center for an appointment and return without traveling to Pleasantville for a connecting bus. Visiting hours at Atlantic County Medical Center will also permit visitors to use this schedule.

In addition to providing direct service to Shore Mall, these trips also originate and terminate in May's Landing, thus providing through service from May's Landing to the Atlantic County Medical Center and Stockton State College, permitting a passenger to travel between May's Landing and Stockton State College-Atlantic County Medical Center with a change of bus.

Route Description - This proposed new route was illustrated in Figure 15. It is described as follows: From Shore Mall via Black Horse Pike, Tilton Road, Wrangleboro Road, access road to NAFEC, Wrangleboro Road, Jimmy Leeds Road, Atlantic County Medical Center access road, Jimmy Leeds Road, Stockton State College access road, Jimmy Leeds Road, Atlantic County Medical Center access road, Jimmy Leeds Road, Wrangleboro Road, NAFEC, Wrangleboro Road, Tilton Road, Black Horse Pike to Shore Mall.

Total platform time required to operate the four Shore Mall-Stockton State College round trips is four hours daily. Table 25 shows the detail of proposed service. The cost of providing this service is approximately $104 daily, or $26,426 annually.

Projections of ridership for this new route were based on the following assumptions:

1. Through service from Mays Landing would create an increase of 15 per cent ridership destined to Atlantic County Medical Center;

Table 25

PROPOSED SCHEDULE: ROUTE 1
Shore Mall-Atlantic County Medical Center-
Stockton State College

Monday - Friday

Will Not Operate Sat., Sun., or Holidays

Shore Mall	LV.	10:00	1:00	3:00	3:50
NAFEC	LV.	10:10	1:10	3:10	4:00
Atlantic County Medical Center	AR.	10:20	1:20	3:20	4:10
Stockton State College	AR.	10:25	1:25	3:25	4:15
Atlantic County Medical Center	LV.	10:30	1:30	3:30	4:30
NAFEC	LV.	10:40	1:40	3:40	4:50
Shore Mall	AR.	10:50	1:50	3:50	5:00

2. An additional ten per cent would use the service from Cardiff Circle (Shore Mall) to Atlantic County Medical Center; and,

3. An additional three per cent increase would be realized enroute to Atlantic County Medical Center. Service would be operated Monday through Friday only.

Route Extensions

2. Brigantine-Atlantic City-Pleasantville-Shore Mall

This proposed service improvement is a combination of an existing route (Brigantine-Atlantic City) with a new route (extension from Atlantic City to Shore Mall). Through service to Shore Mall was proposed as an extension of the route because the Brigantine timetable could be reworked to project a "clock-face" schedule for easy passenger comprehension, while providing for increased frequency to and from Brigantine with only a slight increase in platform time. The efficient scheduling of proposed new service to Shore Mall is expected to increase through passengers by at least three per cent in addition to satisfying latent demand to off-shore points from Brigantine and to and from the collection points through Atlantic City served by the existing Brigantine route.

Route Description - The present Brigantine route would be retained. This service originates at Brigantine, primarily a residential area, and operates over Brigantine Avenue, to Maryland Avenue into the commercial area of Atlantic City to Atlantic Avenue to Baltic and Arkansas Avenues. The proposed new service would continue from this point west on the Atlantic City Expressway to the ramps to Pleasantville, Albany Boulevard, Franklin Boulevard, West Jersey, Pleasantville Mall,

First National Bank, Atlantic City Electric Company to Cardiff Circle, and into Shore Mall, stopping in front of Sears. Return service would be via the reverse route. One-way route mileage is approximately 18 miles. Daily accumulated line miles are approximately 360 miles, excluding any deadhead mileage.

Projected Revenues and Costs - Presently, 13.5 daily round trips are operated between Atlantic City and Brigantine including Saturdays, Sundays, and holidays. The proposed route and schedule would provide Brigantine with 18 daily departures, while Shore Mall would receive 17 daily arrivals and departures, as Table 26 shows in detail. Two vehicles and three drivers would be required to perform the 18-hour service days.

The present Brigantine service requires approximately 17 hours and 20 minutes daily platform time beginning at 6:40 A.M. and terminating at midnight weekdays, Saturday, Sundays, and holidays. Total yearly platform time of 6,314.5 hours represents an annual operating cost of $142,000 based on 1975 hourly costs of approximately $22.60. During the month of October, 1975, the Brigantine route generated a total of $3,709.64 in passenger revenue utilizing one bus. Assuming October is a typical month, the route's annual revenue is estimated to be approximately $45,000, resulting in an annual cost of service, over revenue, of approximately $119,000.

Proposed Brigantine service would require platform time of approximately 17 hours and 30 minutes daily starting at 6:00 A.M. and terminating at approximately 11:30 P.M. Annual platform time of 6,387 hours and 30 minutes would represent an operating cost of approximately $166,100, based on present hourly service costs. It is assumed that ridership per bus mile would increase by three per cent due to through service to Pleasantville and

Table 26

PROPOSED SCHEDULE: ROUTE 2
Brigantine-Atlantic City-Pleasantville-Shore Mall

Brigantine	Maryland and Atlantic	Atlantic Arkansas	Pleasantville Terminal	Pleasantville Shopping Ctr.	First National Bank	Shore Mall	New Road-Tilton	Somers Point (1)	Somers Point	New-Tilton	Shore Mall	First National Bank	Pleasantville Shore Mall	Pleasantville Terminal	Atlantic and Arkansas	Maryland and Atlantic	Brigantine
																5:35	5:55
																6:35	6:55
6:00	6:20	6:28	6:38	-	-	-	6:44	6:58	7:00	7:14	-	-	-	7:20	7:30	7:38	7:58
7:00	7:20	7:28	7:38	-	-	-	7:44	7:58	8:00	8:14	-	-	-	8:20	8:30	8:38	8:58
8:00	8:20	8:28	8:38	-	-	-	8:44	8:58	9:00	9:14	-	-	-	9:20	9:30	9:38	9:58
9:00	9:20	9:28	9:38	9:43	9:44	9:49	-	-	-	-	10:00	10:05	10:06	10:11	10:21	10:29	10:49
10:00	10:20	10:28	10:38	10:43	10:44	10:49					11:00	11:05	11:06	11:11	11:21	11:29	11:49
11:00	11:20	11:28	11:38	11:43	11:44	11:49					12:00	12:05	12:06	12:11	12:21	12:29	12:49
															1:21		
							And every hour until								2:21		
-	3:50	3:58	4:08				4:14	4:28	4:30	4:44	-	-	-	4:50	5:00	5:08	5:28
4:00	4:20	4:28	4:38	4:43	4:44	4:49	-	-	-	-	5:00	5:05	5:06	5:11	5:21	5:29	5:48
-	4:50	4:58	5:08	-	-	-	5:14	5:28	5:30	5:44	-	-	-	5:50	6:00	6:08	6:28
5:00	5:20	5:28	5:38	5:43	5:44	5:49	-	-	-	-	6:00	6:05	6:06	6:11	6:21	6:29	6:48
5:30	5:50	5:58	6:08	-	-	-	6:14	6:28	6:30	6:44	-	-	-	6:50	7:00	7:08	7:28
6:00	6:20	6:28	6:38	6:43	6:44	6:49	-	-	-	-	7:00	7:05	7:06	7:11	7:21	7:29	7:48
6:30	6:50	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
7:00	7:20	7:28	7:38	7:43	7:44	7:49	-	-	-	-	8:00	8:05	8:06	8:11	8:21	8:29	8:49
8:00							And every hour until 10:00 P.M.								9:21		
9:00															10:21		
10:00															11:21	11:29	11:49
11:00	11:20	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	

(1) Will terminate at circle as long as schedule can be met. Route will be terminated short if problem develops.
(2) To garage.

Shore Mall, and an additional passenger increase of four per-cent would be realized from service area population growth.

The Shore Mall portion of this proposed route extension would require approximately 17 daily platform hours starting at 6:20 A.M. and terminating at 11:28 P.M. Annual platform time of 6,205 hours would represent an annual operating cost of about $161,300, based on present hourly operating costs. Projected revenues were determined by assuming the average system-wide passenger load would apply to these trips, an increase of three per cent of the average ridership would be new passengers generated by the through service, and an additional 15 per cent would be new riders to and from Shore Mall.

The combined Brigantine-Shore Mall service is anticipated to develop annual revenues of about $265,000 and annual net service costs of $55,000 at the 1977 traffic level.

3. Atlantic City-Pleasantville-Absecon-Seaview-Atlantic County Medical Center-Stockton State College

Presently, service terminating at Seaview returns to Atlantic City via Pleasantville. It is proposed to extend the Seaview route into the Atlantic County Medical Center and Betty Bacharach Rehabilitation Center complex then to Stockton State College. This expansion of service can be accomplished by restructuring the existing service as shown in Table 27 . This service is designed to meet an 8:30 A.M. start time for classes and work shifts at Atlantic County Medical Center and Stockton State College.

Table 27

PROPOSED SCHEDULE: ROUTE 3
Atlantic City to Stockton

ARRIVE:	TIME OF DAY						
	A.M.			P.M.			
Inlet	7:00	9:00	11:30	1:30	3:30	5:30	7:30
South Carolina	7:04	9:04	11:36	1:36	3:36	5:36	7:34
Albany	7:13	9:13	11:43	1:43	3:43	5:43	7:43
Pleasantville	7:23	9:23	11:53	1:53	3:53	5:53	7:53
Seaview	7:38	9:38	12:08	2:08	4:08	6:08	8:08
ACMC	7:53	9:53	12:23	2:23	4:23	6:23	8:23
Stockton	7:58	9:58	12:28	2:28	4:28	6:28	8:28
LEAVE:							
Stockton	8:00	10:00	12:30	2:30	4:30	6:30	8:30
ACMC	8:05	10:05	12:35	2:35	4:35	6:35	8:35
Seaview	8:20	10:20	12:50	2:50	4:50	6:50	8:50
Pleasantville	8:35	10:35	1:05	3:05	5:05	7:05	9:05
Albany	8:45	10:45	1:15	3:15	5:15	7:15	9:15
South Carolina	8:49	10:49	1:19	3:21	5:21	7:21	9:18
Inlet	8:58	10:58	1:28	3:28	5:28	7:28	9:28

Route Description - The proposed route is described as follows: From Inlet via Maine Avenue, Atlantic Avenue, Albany Boulevard, Franklin Boulevard, Old Shore Road, Leeds Road, Atlantic County Medical Center access road, Leeds Road, Stockton State College access road to circle; return from circle via access road, Leeds Road, Atlantic County Medical Center access road, Leeds Road, Old Shore Road, Shore Road, Main Street, West Jersey (Pleasantville Bus Terminal), Franklin Boulevard, Albany Boulevard, Atlantic Avenue, Maine Avenue to Inlet.

Proposed Service - Approximately 30 per cent of the total employee force of Atlantic County Medical Center (ACMC) would be directly served by this route, while an additional 40 per cent of the labor force would be served via one connection at Pleasantville Terminal. Thus, 70 per cent of the 282 persons employed at Atlantic County Medical Center would be able to reach their place of employment by this route.

Patient admission distribution data indicated that from June 30 to October 30, 1975, a total of 1,029 persons were admitted to this facility. Of the total, 86 per cent (884) resided within the study area, nine per cent (96) were from outside the Atlantic County area, and five per cent (49) were from out of state.

Of the patients residing within the study area, approximately 45 per cent would be served with connecting service. Visitors of patients and employees of the facility are the primary market for this service. Since 90 per cent of the patients have access to the transit system, it may be assumed that an equal per cent of visitors have access to the transit system.

At the same complex, the Betty Bacharach Rehabilitation Center has approximately 35 in-patients and visiting hours are restricted from 6:00 to 8:30 P.M., unlike the broad range of visiting hours from 11:00 A.M. to 8:00 P.M. at Atlantic County

Medical Center. The restricted visiting period at Betty Bacharach Rehabilitation Center is required because of the special physical therapy programs for patients during the day.

Both the Atlantic County Medical Center and Betty Bacharach Rehabilitation Center have out-patient clinics. Atlantic County Medical Center has experienced a rapid development in this area. In July of 1975, Atlantic County Medical Center handled 642 out-patients; by October, the number had increased to 977, approximately a 35 per cent increase. Betty Bacharach Rehabilitation Center has facilities to handle approximately 80 out-patients.

In addition to the medical facilities, this route would also serve Stockton State College. The school has an anticipated total enrollment of approximately 3,700 students, 1,000 of whom reside on campus. An estimated 230 faculty and 275 staff personnel also must commute daily. For a brief period, the students ran a shuttle service between the college and Atlantic City, but it proved to be unreliable due to missed trips and poor schedule adherence, and was discontinued.

Projected Costs and Revenues - The proposed service can be effected in several ways. Adding a bus and driver or extending the existing trips from Seaview would require 14 platform hours at $25.40 per hour, costing $356 per day. Annual operating expense, assuming daily operation, would be estimated at $130,000 based on present operating costs. This is the preferred method. Extending present trips would not meet the 8:30 A.M. starting time for classes at the college or the beginning of work shifts, also 8:30 A.M., at the medical centers, and would disrupt existing travel patterns to and from Seaview.

Projected ridership for this route extension was developed using the following assumptions:

1. The average system-wide passenger load would apply to this route;

2. Atlantic County Medical Center and Betty Bacharach Rehabilitation Center visitor-patient ratios are 1.5 to 1 daily for Atlantic County Medical Center[1] and 2.25 daily for Betty Bacharach Rehabilitation Center;[2]

3. A ten per cent passenger increase would be realized because of the through service to Stockton State College; and,

4. Of Atlantic County Medical Center employees who have access to the system, five per cent would patronize the service daily, while 15 per cent of visitors would patronize the system daily.

Projected annual revenue under the new fare structure, with an average fare of $0.38, would be approximately $92,200, resulting in a cost of service of an estimated $38,000 annually, over revenue.

New Route Combinations

4. Chelsea-Ventnor Heights-Bungalow Park

This proposal would combine the service presently provided on a separate basis to Chelsea Heights and Ventnor Heights in a

(1) As verified by actual visitor parking lot counts for Atlantic County Medical Center.
(2) As reported by Betty Bacharach Rehabilitation Center.

new route, linking the two areas via West End Avenue. These areas, in turn, are linked with Bungalow Park via Atlantic Avenue.

The proposed combination of Chelsea and Ventnor Heights would provide Ventnor with increased service while expanded service would be provided along West End Avenue between Dorset and Annapolis Avenue. The new route combination would increase frequency of service to both Ventnor and Chelsea Heights to 28 weekday trips, and would offer more interfacing service to Margate and Longport. The proposed weekday schedule is shown in Table 28. This service would require 32.3 daily platform hours on weekdays while 24.5 hours would be required on Saturday, Sunday, and holiday service as shown in Table 29. Annual operating cost on the proposed route is estimated at approximately $290,738 based on 11,182 annual platform hours and present operating cost levels.

Route Description - The proposed routing would be as follows: From Bungalow Park via Massachusetts, Grammercy, South Carolina, Atlantic Avenue, Albany Boulevard, Porter Avenue, Annapolis Avenue, West End Avenue, Dorset Boulevard, Wellington Avenue, (Shopping Center) Dorset Avenue, Winchester Avenue, Dudley Place to Ventnor Avenue, returning from Ventnor Avenue via Dorset Avenue, Wellington Avenue, Dorset Boulevard, West End Avenue, Harrisburg Avenue, Porter Avenue, Albany Boulevard, Atlantic Avenue, North Carolina, Madison, Massachusetts Avenue to Bungalow Park.

Projected Costs and Revenues - Present service offered to Chelsea Heights consists of 16 daily round trips, with 10 round trips on Saturday and no operations on Sundays or holidays. Ventnor Heights is served with 14 departures on weekdays and 9 on Saturdays. Service is not operated on Sundays and holidays. Ventnor Heights service is provided using connections at Dorset and Ventnor Avenues. Of the 14 daily arrivals at West End Avenue,

Table 28

PROPOSED SCHEDULE: ROUTE 4
Chelsea-Ventnor Heights-Bungalow Park
Weekdays

		TRAINS																											
		1	2	3	1	2	3	2	3	2	3	2	3	2	3	2	3	101	2	3	101	2	3	101	2	101	2	101	2
Bungalow Park	LV	6:26	6:56	7:26	7:56	8:26	8:56	9:36	10:18	10:58	11:38	12:18	12:58	1:38	2:18	2:58	3:26	3:56	4:26	4:56	5:26	5:56	6:26	6:56	7:26	8:05	8:50	9:35	10:05
South Carolina-Atlantic	LV	6:36	7:06	7:36	8:06	8:36	9:06	9:46	10:26	11:06	11:46	12:26	1:06	1:46	2:26	3:06	3:36	4:06	4:36	5:06	5:36	6:06	6:36	7:06	7:36	8:15	9:00	9:45	10:15
Albany & Atlantic	LV	6:49	7:19	7:49	8:19	8:49	9:19	9:59	10:39	11:19	11:59	12:39	1:19	1:59	2:39	3:19	3:49	4:19	4:49	5:19	5:49	6:19	6:49	7:19	7:49	8:28	9:13	9:58	10:28
West End Ave.-Annapolis Ave.	AR	6:56	7:26	7:56	8:26	8:56	9:26	10:06	10:46	11:26	12:06	12:46	1:26	2:06	2:46	3:26	3:56	4:26	4:56	5:26	5:56	6:26	6:56	7:26	7:56	8:35	9:20	10:05	10:35
Ventnor Hghts.-Shopping Center	AR	7:01	7:31	8:01	8:31	9:01	9:31	10:11	10:51	11:31	12:11	12:51	1:31	2:11	2:51	3:31	4:01	4:31	5:01	5:31	6:01	6:31	6:59	7:29	8:01	8:38	9:25	10:09	10:39
Ventnor Hghts.-Dorset	AR	7:07	7:37	8:07	8:37	--	9:37	10:17	10:57	11:37	12:17	12:57	1:37	2:17	--	3:37	4:07	4:37	5:07	5:37	6:07	6:37	--	--	8:07	8:44	--	--	10:45
Ventnor-Dorset	LV	7:10	7:40	8:10	8:40	--	9:40	10:20	11:00	11:40	12:20	1:00	1:40	2:20	--	3:40	4:10	4:40	5:10	5:40	6:10	6:40	--	--	8:10	8:45	--	--	10:45
Ventnor Hghts.-Shopping Center	LV	7:15	7:45	8:15	8:45	9:02	9:45	10:25	11:05	11:45	12:25	1:05	1:45	2:25	2:52	3:45	4:15	4:45	5:15	5:45	6:15	6:45	7:00	7:30	8:15	8:50	9:30	10:10	10:50
West End Ave.-Annapolis Ave.	LV	7:20	7:50	8:20	8:50	9:07	9:50	10:30	11:10	11:50	12:30	1:10	1:50	2:30	2:57	3:50	4:20	4:50	5:20	5:50	6:20	6:50	7:04	7:34	8:20	8:55	9:34	10:14	10:55
Albany & Atlantic	AR	7:27	7:57	8:27	8:57	9:14	9:57	10:37	11:17	11:57	12:37	1:17	1:57	2:37	3:04	3:57	4:27	4:57	5:27	5:57	6:27	6:57	7:11	7:40	8:27	9:02	9:40	10:20	11:02
South Carolina & Atlantic	AR	7:40	8:10	8:40	9:10	9:27	10:10	10:50	11:30	12:10	12:50	1:30	2:10	2:50	3:17	4:10	4:40	5:10	5:40	6:10	6:40	7:10	7:24	7:53	8:40	9:15	9:53	10:33	11:15
Bungalow Park	AR	7:50	8:20	9:50	10:10 to gar.	9:36	10:18	10:58	11:38	12:18	12:58	1:38	2:18	2:58	3:26	4:20	4:50	5:20	5:50	6:20	6:50		7:34 to gar.		8:50	9:25	10:03	10:43 to gar.	11:25 to gar.

Table 29

PROPOSED SCHEDULE: ROUTE 4

Chelsea-Ventnor Heights-Bungalow Park
Saturday-Sunday-Holidays Only

		1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2	1	2
Bungalow Park	LV.	7:20	8:00	8:40	9:20	10:00	10:40	11:20	12:00	12:40	1:20	2:00	2:40	3:20	4:00	4:40	5:20	6:00	6:40	7:20	8:00
South Carolina Atlantic	LV.	7:30	8:10	8:50	9:30	10:10	10:50	11:30	12:10	12:50	1:30	2:10	2:50	3:30	4:10	4:50	5:30	6:10	6:50	7:30	8:10
Albany & Atlantic	LV.	7:40	8:20	9:00	9:40	10:20	11:00	11:40	12:20	1:00	1:40	2:20	3:00	3:40	4:20	5:00	5:40	6:20	7:00	7:40	8:20
West End Ave - Annapolis Ave	AR.	7:47	8:27	9:07	9:47	10:27	11:07	11:47	12:27	1:07	1:47	2:27	3:07	3:47	4:27	5:07	5:47	6:27	7:07	7:47	8:27
Ventnor Heights Shopping Center	AR.	7:52	8:32	9:12	9:52	10:32	11:12	11:52	12:32	1:12	1:52	2:32	3:12	3:52	4:32	5:12	5:52	6:32	7:12	7:52	8:32
Ventnor - Dorset	AR.	7:58	8:38	9:18	9:58	10:38	11:18	11:58	12:38	1:18	1:58	2:38	3:18	3:58	4:38	5:18	5:58	6:38	7:18	7:58	8:38
Ventnor Dorset	LV.	8:00	8:40	9:20	10:00	10:40	11:20	12:01	12:40	1:20	2:00	2:40	3:20	4:00	4:40	5:20	6:00	6:40	7:20	8:00	8:40
Ventnor Heights Shopping Center	LV.	8:05	8:45	9:25	10:05	10:45	11:25	12:05	12:45	1:25	2:05	2:45	3:25	4:05	4:45	5:25	6:05	6:45	7:25	8:05	8:45
West End Ave - Annapolis Ave	LV.	8:10	8:50	9:30	10:10	10:50	11:30	12:10	12:50	1:30	2:10	2:50	3:30	4:10	4:50	5:30	6:10	6:50	7:30	8:10	8:50
Albany & Atlantic	AR.	8:17	8:57	9:37	10:17	10:57	11:37	12:17	12:57	1:37	2:17	2:57	3:37	4:17	4:57	5:37	6:17	6:57	7:37	8:17	8:57
South Carolina & Atlantic	AR.	8:27	9:07	9:47	10:27	11:07	11:47	12:27	1:07	1:47	2:27	3:07	3:47	4:27	5:07	5:47	6:27	7:07	7:47	8:27	9:07
Bungalow Park	AR.	8:37	9:17	9:57	10:37	11:17	11:57	12:37	1:17	1:57	2:37	3:17	3:57	4:37	5:17	5:57	6:37	7:17	7:57	8:37	9:17

one is a through bus, three connect and 10 are routed off Ventnor Avenue. The estimated operating cost of the existing Chelsea Heights route is approximately $106,000 annually based on 4,680 annual platform hours and present operating cost levels. The estimated annual operating costs for the existing Ventnor Heights route is approximately $113,600 based on 4,370 annual platform hours. Combined costs of the two routes are approximately $200,000 annually, exclusive of revenue.

Projected revenues for the new route combinations were determined by assuming:

1. The average Atlantic Avenue passenger load (4.8 passengers per bus-mile) would apply to this route;

2. A five per cent increase in passengers would be realized from the through service to Ventnor Heights from Chelsea Heights;

3. An additional 15 per cent net increase would be realized by re-routing this schedule onto Atlantic Avenue from the present route on Baltic Avenue and Arctic Avenue, thus providing more collection points;

4. An additional two per cent increase would be realized from an eight per cent increase in service through restructuring from 60 to 40-minute headways; and,

5. An additional five per cent would be realized from the Longport service.

On this basis, a total of 650,000 annual passengers is projected, producing a total revenue of $228,000 at an average of $0.35. An annual loss of $100,000 appears likely on this route.

5. Longport-Margate-Ventnor-Venice Park

This proposed service would combine the existing Venice Park and Longport routes. Service would be adjusted to reflect anticipated demand on the Atlantic-Ventnor Avenues corridor.

Present service offers 41 departures from Longport and 71 departures from Franklin Street each weekday (including Longport buses stopping at Franklin Street). Venice Park has 35 existing weekday departures. Proposed service would adjust the weekday departures to 33 from Longport and 56 from Franklin. These adjustments would reflect decreased demand on the route resulting from the combining of Ventnor Heights and Chelsea Heights routes. (Proposed Route 4). Venice Park service would be adjusted to 31 departures from the existing 35 weekday departures.

Route Description - The proposed route would comprise the following: From 13th Avenue in Longport via Atlantic Avenue, 33rd Avenue, Ventnor Avenue, Albany Avenue, Atlantic Avenue, South Carolina Avenue, Adriatic Avenue, Illinois Avenue, Wabash Avenue, Indiana Avenue, Huron Avenue, Penrose Place, Venice Avenue, Ohio Avenue, Morningside Avenue, West Riverside Drive, Kuehnle Avenue, Ohio Avenue, Murray Avenue to North Riverside Avenue, returning via Missouri Avenue, Murray, Ohio, Kuehnle, West Riverside, Morningside, Ohio,Hummock, Illinois, Adriatic, North Carolina, Atlantic, Albany, Ventnor, 32nd Avenue, Atlantic Avenue to 13th Street turnaround.

Projected Costs and Revenues - Projected operating costs are estimated on current cost levels and based on 26,112 annual platform hours. The estimated cost for this proposed service is

$663,500 annually. Annual hours include Saturday service at 80 per cent of daily service levels and Sunday service at 50 per cent of daily service levels.

Estimated revenue includes a five per cent loss of passengers to the Ventnor Heights-Chelsea Heights route. Revenue estimates were made using the following zone ridership percentages:

Zone 1 (Atlantic City) - 79.2 per cent of total route ridership;
Zone 2 (Ventnor-Atlantic City) - 11.8 per cent of total route ridership;
Zone 3 (Margate-Atlantic City) - 4.7 per cent of total route ridership;
Zone 4 (Longport-Atlantic City) - 4.3 per cent of total route ridership.

Estimated annual revenue is $502,600 based on a $0.35 base fare and a single graduated zone fare of $0.40. The estimated net cost of operation of this proposed service is $161,000 annually.

The proposed scheduling of this service should be increased to 30-minute headways in the base period, and projected costs and revenues are based on this level of service. The 30-minute headway during base periods will require five buses, and the service can be provided by six buses daily in peak periods. The projected 30-minute headway schedule would show increases of one trip per hour at the Lagoon, Inlet and Venice Park and two trips per hour at points between South Carolina Avenue and Franklin Avenue; and one trip per hour in Ventnor and Longport. The recommended time table for Atlantic City to Longport services is shown in Table 30.

Table 30

PROPOSED SCHEDULE: ROUTE 5
Inlet-Longport-Margate-Ventnor-Venice Park-Lagoon

INLET	LAGOON	VENICE PARK	SO. CAROLINA & ATLANTIC	ALBANY	DORSET & VENTNOR	MARGATE FRANKLIN AVE.	YARMOUTH VENTNOR	15TH AVE. LONGPORT	15TH AVE. LONGPORT	YARMOUTH VENTNOR	MARGATE FRANKLIN AVE.	DORSET & VENTNOR	ALBANY	SO. CAROLINA & ATLANTIC	VENICE PARK	LAGOON	INLET		TRAIN
LV	LV	LV	LV	LV	AR	AR	AR	AR	LV	LV	LV	AR	AR	AR	AR	AR	AR		
5:05	--	--	5:13	5:20	5:27	5:32	5:37	5:42	5:45	5:50	5:55	6:00	6:07	6:15	6:30	6:36	--		L-1
5:35	--	--	5:43	5:50	5:57	6:02	6:07	6:12	6:15	6:20	6:25	6:30	6:37	6:45	--	--	6:52		L-2
--	--	6:00	6:13	6:20	6:27	6:32	6:37	6:42	6:45	6:50	6:55	7:00	7:07	7:15	7:30	7:37	--		L-3
--	--	6:30	6:43	6:50	6:57	7:02	7:07	7:12	7:15	7:20	7:25	7:30	7:37	7:45	8:00	8:07	--		L-4
--	6:40	6:45	6:58	7:05	7:12	7:17*	--	--	--	--**	7:40	7:45	7:52	8:00	8:15	8:26	--		L-1
7:00	--	--	7:09	7:17	7:25	7:30	7:35	7:40	7:45	7:50	7:55	8:00	8:07	8:15	--	--	8:25		L-2
--	7:10	7:15	7:28	7:35	7:42	7:47*	--	--	--	--**	8:10	8:15	8:22	8:30	8:45	8:51	--		L-5
7:30	--	--	7:40	7:47	7:54	8:00	8:06	8:12	8:15	8:20	8:25	8:30	8:37	8:45	9:00	9:06	--	to gar.	L-6
--	7:40	7:45	7:58	8:05	8:12	8:17*	--	--	--	--**	8:40	8:45	8:52	9:00	--	--	9:10		L-3
--	8:10	8:15	8:28	8:35	8:42	8:47	8:52	8:57	9:00	9:05	9:10	9:15	9:22	9:30	--	--	9:37	to gar.	L-4
8:30	--	--	8:40	8:47	8:54	9:00	9:06	9:12	9:15	9:20	9:25	9:30	9:37	9:45	--	--	9:51	to gar.	L-2
--	8:40	8:45	8:58	9:05	9:12	9:17	--	--	--	--	9:20	9:25	9:32	9:40	9:55	10:00	--		L-1
--	9:10	9:15	9:28	9:35	9:42	9:47	9:52	9:57	10:10	10:15	10:20	10:25	10:32	10:40	10:55	11:00	--		L-5
9:30	--	--	9:40	9:47	9:54	9:59	--	--	--	--	10:00	10:05	10:12	10:20	--	--	10:30		L-3
--	10:00	10:05	10:18	10:25	10:32	10:37	10:42	10:47	11:00	11:05	11:10	11:15	11:22	11:30	11:45	11:50	--		L-1
10:30	--	--	10:40	10:47	10:54	10:59	--	--	--	---	11:00	11:05	11:12	11:20	--	--	11:30		L-3
--	11:00	11:05	11:18	11:25	11:32	11:37	11:42	11:47	12:00	12:05	12:10	12:15	12:22	12:30	12:45	12:50	--		L-5
11:30	--	--	11:40	11:47	11:54	11:59	--	--	--	--	12:00	12:05	12:12	12:20	--	--	12:30		L-3
--	12:01	12:05	12:18	12:25	12:32	12:37	12:42	12:47	1:00	1:05	1:10	1:15	1:22	1:30	1:45	1:50	--		L-1
12:30	--	--	12:40	12:47	12:54	12:59	--	--	--	--	1:00	1:05	1:12	1:20	--	---	1:30		L-3
--	1:00	1:05	1:18	1:25	1:32	1:37	1:42	1:47	2:00	2:05	2:10	2:15	2:22	2:30	2:45	2:50			L-5
1:30	--	--	1:40	1:47	1:54	1:59	--	--	--	--	2:00	2:05	2:12	2:20	--	--	2:30		L-3
--	2:00	2:05	2:18	2:25	2:32	2:37	2:42	2:47	3:00	3:05	3:10	3:15	3:22	3:30	3:45	3:50	--		L-1
2:30	--	--	2:37	2:44	2:49	2:54	--	--	--	--	2:55	3:00	3:07	3:14	--	--	3:20		L-3
--	2:50	2:55	3:08	3:15	3:22	3:27	3:32	3:37	3:45	3:50	3:55	4:00	4:07	4:15	--	--	4:25		L-5
--	3:20	3:25	3:38	3:45	3:52	3:57	4:03	4:08	4:15	4:20	4:25	4:30	4:37	4:45	--	--	4:55		L-102
3:20	--	--	3:27	3:34	3:41	3:45*	--	--	--	--**	4:05	4:10	4:17	4:24	4:39	4:44	--		L-3
--	3:50	3:55	4:08	4:15	4:22	4:27	4:32	4:37	4:45	4:50	4:55	5:00	5:07	5:15	--	--	5:25		L-1
--	4:20	4:25	4:38	4:45	4:52	4:57	5:03	5:08	5:15	5:20	5:25	5:30	5:37	5:45	5:00	6:05	--	to gar.	L-104
4:25	--	--	4:32	4:39	4:46	4:51*	--	--	--	--**	5:10	5:15	5:22	5:30	5:45	5:50	--		L-5
--	4:50	4:55	5:08	5:15	5:22	5:27	5:32	5:37	5:45	5:50	5:55	6:00	6:07	6:15	--	--	6:25		L-3
4:55	--	--	5:02	5:09	5:16	5:21*	--	--	--	--**	5:40	5:45	5:52	6:00	6:15	6:20	--	to gar.	L-102
	5:10	5:15	5:28	5:35	5:42	5:47	5:52	5:57	6:00	6:05	6:10	6:15	6:22	6:30	6:45	6:50	--		L-106
5:30	--	--	5:40	5:47	5:54	5:59	6:04	6:09	6:15	6:20	6:25	6:30	6:37	6:44	--	--	6:54	to gar.	L-1
--	5:50	5:55	6:03	6:10	6:17	6:22	6:27	6:32	6:40	6:45	6:50	6:55	7:02	7:10	7:25	7:30	--		L-5
6:30	--	--	6:37	6:45	6:52	6:57*	--	--	--	--**	7:15	7:20	7:27	7:35	--	--	7:45		L-3
--	6:50	6:55	7:00	7:13	7:20	7:25	7:30	7:34	7:35	7:40	7:45	7:50	8:03	8:10	7:25	8:30	--		L-106
--	7:30	7:35	7:40	7:53	8:00	8:05	8:10	8:14	8:15	8:20	8:25	8:30	8:43	9:00	9:15	9:20	--		L-5
8:00	--	--	8:09	8:21	8:25	8:29	--	--	--	--	8:30	8:35	8:40	8:49	--	--	8:58		L-3
--	8:30	8:35	8:40	8:53	9:00	9:05	9:10	9:14	9:15	9:20	9:25	9:30	9:43	10:00	10:15	10:20	--	to gar.	L-106
9:00	--	--	9:09	9:21	9:25	9:29	--	--	--	--	9:30	9:35	9:40	9:49	--	--	9:58	to gar.	L-3
--	9:30	9:35	9:40	9:53	10:00	10:05	10:10	10:14	10:15	10:20	10:25	10:30	10:43	11:00	11:15	11:20	--		L-5
--	11:20	11:25	11:30	11:43	11:50	11:55	12:01	12:05	12:05	12:10	12:20	12:26	12:38	12:55	1:10	1:15	--	to gar.	L-5

* To Amherst-Coolidge.

**From Amherst-Coolidge.

Expanded Services

6. Mays Landing

Two round trips are presently operated from Atlantic City to Mays Landing daily. Present revenue on this route meets only 24 per cent of expenses, but the route is considered to be useful as a means of transportation for jurors and others having business with County Offices.

The expanded service would originate at the Inlet, operating on Maine Avenue to Atlantic Avenue, Albany Avenue, Franklin, West Jersey (Pleasantville Terminal), Main Street, Black Horse Pike, Atlantic Community College, Cologne Avenue, Harding Highway to 1200 Harding Highway. Buses would return via the reverse route.

One-way route mileage totals 19.7 miles. Proposed service would operate with the first trip departing Atlantic City for Mays Landing at 7:30 A.M. to provide service for students of Atlantic Community College presently utilizing the school-operated transportation service which numbers about 65 students daily for the school year. This trip is timed to arrive at the Atlantic Community College, Atlantic County Vocational School, and the Atlantic County Court House just prior to 8:30 A.M., the starting time for work shifts and classes. Trips are also scheduled to arrive at Atlantic Community College just prior to the 9:30 A.M. class and depart the College shortly after 12:30 and 2:30 P.M. The last departure from the College was intentionally retarded to provide service for students engaging in post-class activity and who would otherwise be without benefit of public transportation.

The proposed Mays Landing service will provide the area with one complete round trip to Atlantic City, five trips to Shore Mall that connect with Atlantic City service and three

direct trips to Stockton State College and the Atlantic County Medical Center. Total platform time required to provide this service is 6 hours 37 minutes daily, or 1,722.3 hours annually, costing approximately $44,000 based on present cost levels.

The revised route would include major generators such as Pleasantville Shopping Mall, Shore Mall, Cardiff Circle Shopping Center, Atlantic County Community College, Atlantic County Vocational School and other potential attractions to increase ridership and provide greater public benefit.

The interfacing of Mays Landing service with Shore Mall and Pleasantville service is shown in Table 31. The schedule of through and connecting service is shown. There would be six scheduled arrivals and departures at the Court House in Mays Landing.

The proposed expanded service would maximize utilization of equipment and manpower, taking full advantage of other system service at Shore Mall and Pleasantville.

Adjusted Services

7. Coolidge-Amherst Route

It is proposed that this service be adjusted from a connecting service at Franklin Avenue to a through service to Atlantic City, the Inlet and Lagoon. In addition to creating a through service for the residents of the area, greater system accessibility is permitted since the proposed service will directly interface with every route except Mays Landing which can be made accessible via a connection with the Shore Mall Route (Route 2) to interface with Mays Landing at Shore Mall. This peak hour service would be operated Monday through Friday as shown in Table 32.

Table 31

PROPOSED SCHEDULE: THROUGH AND CONNECTING SERVICE
Atlantic City-Pleasantville-Shore Mall-Mays Landing

		AML	BSM	MSS	BSM	MSM	BSM	MSS	BSM	MSS	BSM	MSS	AML
Atlantic City	LV	7:30	8:28	-	10:28	-	11:28	-	1:28	-	4:28	-	-
Pleasantville Terminal	LV	7:56	8:45	-	10:45	-	11:45	-	1:45	-	4:45	-	-
Pleasantville Shopping Center	LV	8:00	8:50	-	10:50	-	11:50	-	1:50	-	4:50	-	-
Shore Mall	AR	8:06	8:56	9:00	10:56	11:00	11:56	12:10	1:56	2:10	4:56	5:00	-
Zaberers	LV	8:13	-	9:07	-	11:07	-	12:17	-	2:17	-	5:07	-
Atlantic County Community College	LV	8:17	-	9:11	-	11:11	-	12:21	-	2:21	-	5:11	-
Atlantic County Vocational School	LV	8:21	-	9:15	-	11:15	-	12:25	-	2:25	-	5:15	-
Court House	AR	8:24	-	9:18	-	11:18	-	12:28	-	2:28	-	5:18	-
1200 Harding H'wy	AR	8:28	-	9:22	-	11:22	-	12:32	-	2:32	-	5:22	-
1200 Harding H'wy	LV	8:30	-	9:25	-	11:25	-	12:35	-	2:35	-	-	5:25
Court House	LV	8:34	-	9:29	-	11:29	-	12:39	-	2:39	-	-	5:31
Atlantic County Vocational School	LV	8:37	-	9:32	-	11:32	-	12:42	-	2:42	-	-	5:34
Atlantic County Community College	LV	8:41	-	9:36	-	11:36	-	12:46	-	2:46	-	-	5:38
Zaberers	LV	8:45	-	9:40	-	11:40	-	12:50	-	2:50	-	-	5:42
Shore Mall	AR	8:52	9:00	9:47	10:00	11:47	12:00	12:57	1:00	2:57	3:00	-	5:49
Pleasantville Shopping Center	AR	-	9:06	-	10:06	-	12:06	-	1:06	-	3:06	-	5:55
Pleasantville Terminal	AR	-	9:11	-	10:11	-	12:11	-	1:11	-	3:11	-	5:59
Atlantic City	AR	-	9:28	-	10:28	-	12:28	-	1:28	-	3:28	-	6:07

Note: AML = Atlantic City - Mays Landing
BSM = Brigantine-Atlantic City-Shore Mall
MSS = Mays Landing-Stockton State College
MSM = Mays Landing-Shore Mall

Table 32

ADJUSTED SERVICE LEVELS
Margate-Coolidge-Amherst Route
Monday-Friday

		L-1	L-5	L-3	L-3	L-5	L-102	L-3
Inlet	Lv.	-	-	-	3:20	4:25	4:55	6:30
Lagoon	Lv.	6:40	7:10	7:40	-	-	-	-
South Carolina Atlantic	Lv.	6:58	7:28	7:58	3:27	4:32	5:02	6:37
Margate Franklin	Ar.	7:17	7:47	8:17	3:45	4:51	5:21	6:57
Margate Franklin	Lv.	7:20	7:50	8:20	3:45	4:51	5:21	6:57
Coolidge Amherst	Ar.	7:30	8:00	8:30	3:55	5:00	5:30	7:05
Coolidge Amherst	Lv.	7:30	8:00	8:30	3:55	5:00	5:30	7:05
Margate Franklin	Ar.	7:40	8:10	8:40	4:05	5:10	5:40	7:15
Margate Franklin	Lv.	7:40	8:10	8:40	4:05	5:10	5:40	7:15
South Carolina Atlantic	Ar.	8:00	8:30	9:00	4:24	5:30	6:00	7:35
Lagoon	Ar.	8:26	8:51	-	4:44	5:30	6:20	-
Inlet	Ar.	-	-	9:10	-	-	-	7:45

Regular route bus service would be retained during peak periods only and can be implemented during the AM peak by extending train L-1 arriving at Margate at 7:20 A.M., train L-5 arriving at 7:50 A.M. and train L-3 arriving at 8:20 A.M. to Coolidge-Amherst, providing the area with three trips evenly distributed. Service during the P.M. peak can be provided by train L-3 arriving at Margate at 4:00 P.M. then continuing to Amherst. This trip will have only seven minutes to complete the route. This short time allowance can be offset by abbreviating the route and/or short turning the bus. Departure time for L-3 would be set back to 4:07 destined to the Lagoon from Margate. A second trip to Amherst can be provided by train L-102 arriving at Margate 5:30 P.M. and would depart Margate from Amherst at 5:40, destined to the Lagoon at 6:25 P.M. The third trip can be operated by train L-3 arriving Margate 6:59 P.M. This schedule would then depart Margate from Amherst at 7:10 P.M. destined to the Inlet at 7:38 P.M. By providing peak service to Amherst-Coolidge,only two platform hours are required daily.

On-board passenger counts indicated that the number on board at any one time was only 16 passengers. Present operating costs of nearly $26.00 per service hour for bus service suggest that to break even on this service, approximately 30 passengers per trip would be necessary. Since passenger counts showed that usage is limited, it is proposed that this service be adjusted to more adequately serve the transportation demand of the area and expand system accessibility thus providing greater public benefit with increased cost effectiveness. Present day costs would mean an annual expense of about $81,100 before revenue. Average patronage has been about 10 per trip, or 20 passengers per hour. The average fare is $0.31 which translates into revenues of $6.30 per hour, or annual revenues of $19,655 resulting in an annual net cost of providing service of approximately $61,450.

The proposed adjusted service would have an annual cost of about $15,200 before revenue. Revenue projections were based on the following assumptions:

1. 1975 Ridership = 64,300 passengers.
2. 80 per cent of riding in peak periods.
3. 50 per cent of passengers transferred Franklin Street Terminal.
4. A 20 per cent passenger loss will result from the change in service.

Based on these assumptions projected annual revenue for the Amherst-Coolidge shuttle would be about $10,288 at an average fare of $0.20.

Atlantic Avenue Service

The present route structure operated by Atlantic City Transportation Company is designed in a manner which provides one area, the Inlet, with more service than necessary. Presently, this area is served with approximately 150 daily departures and arrivals. It is realized that some of these trips are leaving from or arriving at the garage to start or finish a work shift or run. The fleet of buses operated by ACTC has an average seating capacity of slightly more than 43 seats per bus. This translates into 6,450 seats for departures and an equal amount of seats for arrivals, a total of 12,900 daily seats serving the Inlet. This is clearly excessive service for the population density of the area and passenger volumes identified through on-board surveys and peak load counts.

The proposed Immediate Action Program will continue to provide the Inlet with service, however, the service will be structured more in line with the demand. Table 33 shows the proposed

Table 33

PROPOSED COMPOSITE SCHEDULE[1]

Atlantic Avenue - New Hampshire to Albany Avenues

	OUTBOUND			INBOUND			
Trip	Lv. Inlet	S.Carolina and Atlantic	Albany and Atlantic	Albany and Atlantic	S.Carolina and Atlantic	Ar. Inlet	
L-1	5:05	5:13	5:23			6:55	
	5:20		5:33	6:37	6:50	6:59	L-2
L-2	5:35	5:43	5:53	7:21		7:40	
	6:00		6:15	7:38		7:58	
	6:30		6:45	7:40		8:00	
L-2	7:00	7:10	7:23	8:05		8:25	
	7:00		7:17	8:07	8:20	8:30	L-2
	7:15		7:32	8:10		8:30	
L-6	7:30	7:40	7:53	8:30		8:50	
	7:40		8:03	8:34		8:54	
L-2	8:30	8:40	8:53	8:38		8:57	
	8:30		8:48	8:52	9:05	9:15	L-3
	9:00		9:18	9:05		9:24	
L-3	9:30	9:39	9:51	9:11		9:30	
	9:30		9:48	9:22	9:35	9:44	L-4
	10:05		10:23	9:40		9:58	
L-3	10:30	10:39	10:51	9:47	9:50	9:59	L-2
	10:30		10:48	10:08		10:26	
	11:00		11:18	10:09	10:22	10:28	L-3
L-3	11:30	11:39	11:51	10:30		10:56	
	11:30		11:48	10:39		10:57	
	12:05		12:23	11:09	11:22	11:28	L-3
L-3	12:30	12:39	12:51	11:38		11:56	
	12:30		12:48	11:51		12:09	
	1:05		1:23	12:09	12:22	12:28	L-3
L-3	1:30	1:39	1:51	12:38		12:56	
	1:30		1:48	12:49		1:07	
	2:05		2:23	1:09	1:22	1:28	L-3
L-3	2:30	2:39	2:51	1:38		1:56	
	2:30		2:48	1:51		2:09	
	2:45		3:03	2:09	2:22	2:28	L-3
	3:00		3:18	2:38		2:56	
	3:15		3:33	2:59		3:17	
L-3	3:30	3:39	3:51	3:09	3:22	3:28	L-3
	3:30		3:48	3:38		3:57	
	3:45		4:03	3:51		4:09	
	4:00		4:18	3:59		4:17	
	4:15		4:33	4:03	4:15	4:25	L-5

(continued)

Table 33 (Cont.)

	OUTBOUND			INBOUND			
Trip	Lv. Inlet	S. Carolina and Atlantic	Albany and Atlantic	Albany and Atlantic	S. Carolina and Atlantic	Ar. Inlet	
L-5	4:30	4:39	4:51	4:08		4:27	
	4:30		4:48	4:37	4:50	4:59	L-102
	4:45		5:03	4:43		5:02	
L-102	5:00	5:09	5:21	4:59		5:17	
	5:00		5:18	5:07	5:20	5:29	L-1
	5:15		5:33	5:08		5:26	
L-1	5:30	5:39	5:51	5:33		5:51	
	5:30		5:47	5:43		6:02	
	6:05		6:22	5:59		6:17	
L-3	6:30	6:39	6:51	6:07	6:20	6:29	L-3
	7:05		7:22	6:08		6:26	
L-3	8:00	8:09	8:21	6:23		6:41	
	8:05		8:22	6:37	6:42	6:49	L-1
L-3	9:00	9:09	9:21	6:36		6:56	
	9:05		9:22	6:59		7:17	
	10:05		10:22	7:09	7:22	7:28	L-3
	11:05		11:22	7:42		8:00	
	12:05		12:21	8:38		8:55	
				8:40		8:58	L-3
				9:40	9:49	9:58	L-3
				9:42		10:00	
				10:38		10:55	
				11:42		12:00	
				1:36		1:53	

(1) Includes service in Atlantic City- Ocean City, and Atlantic City-Longport routes only. Additional service is available on a limited basis on Absecon and Mays Landing Routes.

service from the Inlet to Albany Avenue and Atlantic Avenue. The service level has been adjusted to 56 departures and 62 arrivals at the Inlet daily translating into 2,408 available seats departing the Inlet and 2,666 seats arriving at the Inlet.

Expanded Use of Existing Transportation Resources

Inter-City Carriers - Presently buses operate on a regular schedule directly from Ventnor, Margate and Longport to Ocean City and return bus passengers between these points are not carried. This service is operated by two inter-city carriers, Lincoln Transit Company and Transport of New Jersey providing a total of six round trips daily. It is proposed that these transportation services be made available to the general public from Ventnor, Margate, Longport to Ocean City and return. Because of the nature of the transportation service provided by these inter-city carriers, central boarding stations will be required for each location to reduce the number of stops required to service the demand of the area. This method of serving this demand would be the most cost-effective, since the service currently passes through these communities and no additional subsidy would be required. The service thus provided would be,in effect,an express service between the island communities.

Alternative methods of serving this demand would be to extend the present Ocean City minibus or jitney service into Longport to connect with Atlantic City Transportation Company buses at 15th Avenue in Longport, or extend Atlantic City Transportation Company buses into Ocean City from Longport.

Each alternative has advantages and disadvantages. Only half of the inter-city trips start or terminate within the service area with the other half being through trips originating in New York or Cape May. Schedule reliability can be affected

by conditions over which the carrier has no control, particularly on runs of such length. Schedule adherence would be the only potential disadvantage to the user, particularly on southbound trips.

The use of Ocean City's minibus or jitney creates a condition where a transfer of buses is necessary for a passenger to complete a trip in either direction between Ocean City and the Absecon Island communities. An additional bus and driver will be required since the present Ocean City fleet has only one spare bus during the summer. Operation of a new bus would be necessary to provide this service.

Extending Atlantic City Transportation Company routes from Longport to Ocean City requires a major alteration in present schedules in addition to adding a bus and driver.

Ocean City Local Service

The bus service operated in Ocean City appears to be responsive to local demands and provides a link by which residents from all parts of the city can reach the inter-city bus terminal at 9th Street without needing a private car. The flexibility of the Ocean City jitney service appears ideally suited to serving this type of demand as well as the purely local trips for social, recreational, and personal business. With the addition of more equipment the level of service can easily be increased to respond to added passenger demand. This can best be determined by continual review of the ridership records and timely response to any local problems that may develop.

Schedule maintenance could become a problem if ridership increases and route deviations are more numerous. By appropriate

reconnaissance, through both drivers and riders, the system should be capable of adjustment as required.

Inter-City Service in Rural Areas

It was noted in Chapter 2 that inter-city bus service provides the bulk of the rural bus service that operates on a regular schedule in Atlantic County. Review of the routes operated and current schedules indicate that service within Atlantic County as a part of the longer distance inter-city service is as outlined in Table 34. Portions of five routes provide intra-county as well as inter-county service, with destinations including Philadelphia, New York, and communities enroute as near as Cape May and Cumberland County points.

Structuring improved local transit service in the rural portion of Atlantic County should be developed around these inter-city routes. Because of the long travel times on several of these precise schedule integration does not appear feasible, but passengers desiring service on the intercity routes could be dropped off at shelters, stations or stop locations to meet the through bus. The service envisioned would utilize either vans or small school buses to pick up residents beyond walking distance of the intercity buses or desiring to reach a destination not served by Transport of New Jersey or the other intercity carriers. Pickups could be made on the basis of telephoned reservations or by flagging down local route buses on the street or highway.

The local buses would operate on local streets for the most part and would utilize routes of intercity carriers only where no route alternative exists. Rural feeder bus routes would operate out of bases such as Hammonton, Buena, Egg Harbor City, Mays Landing, Galloway, and Egg Harbor Township to serve areas of the county not otherwise served by public

Table 34

INTERCITY BUS SERVICE TO RURAL ATLANTIC COUNTY

ROUTE	BETWEEN	COMMUNITIES SERVED	WEEKDAY TRIPS	
TNJ 101	Philadelphia and Atlantic City	Hammonton Egg Harbor City Pomona Absecon Pleasantville Atlantic City	To Atlantic City From Hammonton at 5:52, 7:01, 8:36 A.M. and every 90 minutes. 13 trips 40 to 64 minutes Hammonton to Atlantic City based on time of day. 7 additional express trips via A.C. Expwy.	To Philadelphia 6:15, 6:47, 8:07, 10:07 and every 90 minutes to 11:07 Midnight. 13 trips 40 to 67 minutes travel time Atlantic City to Hammonton based on time of day. 8 additional express trips via A.C. Expwy.
TNJ 111	Philadelphia Ocean City	Folsom Mays Landing Pleasantville Somers Point Ocean City	To Ocean City From Folsom 10:05 AM, 6:25 PM Arrive 11:10 AM, 7:30 PM	To Philadelphia From Ocean City 6:20 AM, 8:45 AM, 2:45 PM Folsom 7:25 AM, Expressway 3:50 PM
TNJ 113-115	Philadelphia Wildwood Cape May	Folsom Mays Landing Tuckahoe	To Tuckahoe From Folsom Lv. 10:25 AM, 6:35 PM Ar. 11:00 AM, 7:10 PM	To Folsom From Tuckahoe Lv. 8:30 AM, 12:40 PM, 5:50 PM Ar. 9:05 AM, 1:15 PM, 6:25 PM
TNJ 119 (1)	Ocean City Atlantic City	Ocean City Longport (2) Margate (2) Ventnor (2) Atlantic City	To Atlantic City From Ocean City Lv. 7:15 AM, 8:41 AM, 10:15 AM Ar. 8:00 AM, 9:30 AM, 11:00 AM Lv. 12:41 PM, 4:41 PM, 6:11 PM Ar. 1:30 PM, 5:30 PM, 7:00 PM	To Ocean City From Atlantic City Lv. 11:50 AM, 1:20 PM, 3:50 PM Ar. 12:30 PM, 2:00 PM, 4:30 PM Lv. 5:20 PM, 8:05 PM, 10:20 PM Ar. 6:00 PM, 8:45 PM, 11:00 PM
TNJ 119	Atlantic City New York	Atlantic City Absecon Smithville New Gretna	To Atlantic City From New Gretna Lv. 9:53 AM, 10:53 AM, 11:53 AM, 12:53 PM, 1:53 PM, 3:53 PM, 4:53 PM, 5:53 PM Ar. 10:24 AM, 11:30 AM, 12:24 PM, 1:24 PM, 2:30 PM, 4:24 PM, 5:30 PM, 6:24 PM Lv. 6:53 PM, 8:03 PM, 8:53 PM, 9:53 PM, 10:53 PM, 12:44 AM 2:40 AM Ar. 7:24 PM, 8:40 PM, 9:24 PM, 10:30 PM, 11:30 PM, 1:15 AM 3:09 AM	To New Gretna From Atlantic City Lv. 4:30 AM, 6:00 AM, 7:00 AM, 8:00 AM, 9:00 AM, 10:00 AM, 11:00 AM Ar. 4:59 AM, 6:31 AM, 7:38 AM, 8:31 AM, 9:37 AM, 10:31 AM, 11:31 AM Lv. 12:00 PM, 1:00 PM, 2:00 PM, 3:00 PM, 4:00 PM, 5:00 PM, 6:00 PM, 7:00 PM Ar. 12:37 PM, 1:31 PM, 2:31 PM, 3:37 PM, 4:31 PM, 5:31 PM, 6:37 PM, 7:31 PM
Garden State Coachways	Bridgeton New York	Buena Folsom Hammonton	To Buena From Hammonton Lv. 10:51 AM, 12:01 PM, 2:01 PM 5:31 PM Ar. 11:05 AM, 12:15 PM, 2:15 PM 5:35 PM Lv. 6:56 PM, 8:20 PM, 10:06 PM, 12:06 AM, 2:06 AM Ar. 7:10 PM, 8:40 PM. 10:20 PM, 12:30 AM, 2:30 AM	To Hammonton From Buena Lv. 4:17 AM, 5:47 AM, 6:17 AM, 6:47 AM, 10:02 AM Ar. 4:31 AM, 6:01 AM, 6:31 AM, 7:01 AM, 10:16 AM Lv. 12:32 PM, 1:22 PM, 1:57 PM, 3:32 PM Ar. 12:46 PM, 1:36 PM, 2:11 PM, 3:46 PM

(1) Includes Lincoln Transit Coordinated Service
(2) To or from points beyond Atlantic City only

transportation. A total of nine possible routes has been shown and these could be modified in terms of details of routing and schedule to fit into present uses for the buses, such as to the Outreach Centers. There appears to be adequate bus or para-transit equipment available to the County through the various services outlined in Chapter 2 to operate these routes on a two trips per day basis to start,with refinements to be made based on demand and experience. The buses or vans would deviate from the routes as required to pick up or discharge passengers.

Schedules should be tailored wherever possible to:

1. Meet existing transportation needs of welfare or social service agency initially sponsoring the operation.
2. Provide feeder service to and from inter-city services at interface locations on inter-city routes.
3. Provide for occasional (once a week) trips to shopping centers or medical offices beyond the limits of the designated routes.

Rural Transit Services

The portion of Atlantic County encompasses all areas west of the Garden State Parkway. The population density in this area varies between less than 2,000 persons per square mile to more than 6,000 persons per square mile and were shown in Figure 3 based on 1970 census statistics. These densities are generally similar to those found in the urbanized eastern portion of the county except for the most heavily developed areas of Atlantic City. The study area has a relatively small proportion of citizens over 65 years of age as was indicated in Figure 4. Most households have one or more automobiles and

only in the Egg Harbor City area are there more than 200 households having no motor car. The bus is little used in the rural areas for work trips, with less than 100 daily work trips reported by any area. The extensiveness of the rural area of the County and the dispersed residential development make it difficult to serve the people with a bus system.

Present Bus System

Presently, there are several scheduled bus routes operating interurban services in Atlantic County. A TNJ route operates along the White Horse Pike and provides a convenient hourly schedule between Atlantic City and Philadelphia. Garden State Coachways provides frequent service along State Route 54 between Buena and Hammonton enroute to New York from Bridgeton. All other bus services in the study area provide either two or three trips in each direction daily. The proposed Immediate Action Plan will help alleviate this void and provide new service to Mays Landing and Stockton State College from the urbanized portion of the county along the shore.

Purpose of Rural Bus System

A limited number of persons in the rural areas of the County need transportation to participate in community activities. Most of these people are of limited financial means or have physical handicaps. One of the primary purposes of a rural bus system is to provide transportation for these people.

At present there are 18 social agencies providing transportation for special groups in Atlantic County, as indicated in Table 3. Each agency has at least one car, van, or bus at

its disposal. Many of the vehicles are not needed full time. The majority of the vehicles are domiciled in the eastern or urbanized part of the County, although these is also a wide dispersal of vehicles throughout the rural areas.

The proposals outlined herein are designed to make more efficient use of these vehicles for a broader spectrum of the rural population.

Rural Bus Service Concepts - Fixed Route and Demand Responsive Systems

There are two general types of bus service for use in rural areas: fixed routes, which travel the same roads on specified schedule throughout the day, and demand-responsive, which provides transportation direct to the user's home and is scheduled according to the demands. The latter form is similar to a taxi, but usually sets a course that permits several persons to be accommodated on a single journey. A car or van can best serve this concept. They are very maneuverable in areas requiring only limited capacity and the number of users can easily be accommodated by the small vehicle.

Fixed Route - Feeder and Cross County - Two general schemes for fixed route bus service were studied; a local circulation system for each community, as shown in Figure 16, and a cross-county grid network connecting all the communities, as shown in Figure 17. The local circulator system gives a more comprehensive coverage of each community, however, anyone with a destination other than the community center would be required to transfer. The cross-county system is more like an urban transit network, but does not provide as intensive coverage, and though designed to permit direct service to several destinations, many local areas are not served.

·LEGEND·

- ▲ Interface Point
- ① Buena Loop
- ② Hammonton Loop
- ③ Egg City Loop
- ④ Mays Landing Loop
- ⑤ Mall Loop

FEEDER–FIXED ROUTE CONCEPT RURAL TRANSIT SERVICE

ATLANTIC COUNTY AND OCEAN CITY

ATLANTIC COUNTY PUBLIC TRANSPORTATION STUDY

Wilbur Smith and Associates

FIGURE 16

·LEGEND·

Potential Routes

1 –

2 –

3 –

▲ Interface Point

CROSS COUNTY–FIXED ROUTE CONCEPT RURAL TRANSIT SERVICE

ATLANTIC COUNTY AND OCEAN CITY

ATLANTIC COUNTY PUBLIC TRANSPORTATION STUDY

Wilbur Smith and Associates

FIGURE 17

Demand Responsive - Taxi and Bus - Two approaches were also evaluated in investigation of a demand responsive system, as shown in Figure 18. One scheme would have the County contact with a local cab company in each community to provide a dial-a-ride service. The passenger would pay a flat fare and the taxi operator would bill the County a fixed amount based on time, mileage, and passengers carried. The second approach proposes that more efficient use be made of the existing para-transit systems presently operated in the County. It would make use of the local agency's vans, when not required for its appointed purposes. It would probably require the use of several agencies' vehicles to provide service throughout the day.

Operating Standards

A series of operating standards or assumptions regarding the proposed service are outlined to permit evaluation of the alternatives under consideration.

Fares - It is assumed for all alternatives, fixed route or demand responsive, that a single flat rate fare of $0.50 a ride would be charged. Whenever a transfer is required between the "new rural routes" there would be no charge. However, anyone transferring to the established bus companies would be governed by their tariffs.

Schedules - Both types of service, fixed route and demand-responsive, would be governed by some scheduling. The fixed-route system would have established schedules, and be coordinated within the "rural system" and provide "connections" with the established bus systems. The demand responsive system would have to operate within certain time limits. Pickups would have to be scheduled in a manner to connect with the existing bus schedules.

Frequency - Initially, all fixed route services would be based on a two-hour time cycle. This could be increased to hourly service if the demand warranted such action. Service would be provided from 9:00 A.M. to 5:00 P.M., with the final trip or pick-up starting at 4:00 P.M. Again, if the demand required extended hours, and people wanted the service for work trips, additional trips could be scheduled. All services would operate on a Monday through Friday schedule; however, should demand dictate, Saturday and/or Sunday operation could be scheduled.

If the rural service proves popular and requires additional operating hours and/or days, a more formalized system should be established, including the use of agency vehicles, which would be free for only a limited period of each day.

Operator - The operator of any of the above types of rural service will have to be the County government. The cost of the service will be borne by the County government and it will establish the criteria for all services. All such services will require County subsidy for operation.

Ownership of the vehicles will remain with the present public agency or the private company. The cost of operating fixed route vehicles will be based on a daily mileage rate. For the demand-responsive system, the County would develop a formula based on hourly and mileage rates.

Contracts between the County government and an operating company would require profit motivation. This would provide the County with reliable service. The operating company would need a contract to protect a long-range investment.

·LEGEND·

Service Area Boundary

Interface Point

DIAL-A-RIDE CONCEPT RURAL TRANSIT SERVICE

ATLANTIC COUNTY AND OCEAN CITY

ATLANTIC COUNTY PUBLIC TRANSPORTATION STUDY

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FIGURE 18

Contract With Public Agency

An equitable contract with any of the government agencies operating a paratransit vehicle would require the County rural transit system to reimburse the agency owner over a full-cost formula. All costs would be allocated, based on the proportion of time and mileage the vehicle worked for the rural transit system. The total costs would include depreciation, maintenance, fuel, and driver time. This formula would fairly determine the cost of each agency's transportation budget. The expenses for the phone, radio, and dispatching would all be borne by the rural transit system. It is assumed the owner-agency would continue to service and maintain the vehicle.

Contract With Private Firms

The transportation contract with private operators will provide motivation for improved service and increased ridership by providing for additional profits. Standards for vehicle cleanliness and reliability will be established. All operating and maintenance costs for each vehicle will be the responsibility of the owner, including a two-way radio communication system.

The County formula for each contract will be based on vehicle time and mileage and passengers carried. The owner will base his time and mileage charge to include all his costs, including labor, fuel, maintenance and depreciation. The passengers carried will be the profit incentive portion of the contract.

Rural Transit Proposal

The operation of a rural transit system, in this period of almost universal automobile ownership, is a new concept.

There is no single successful approach to this newest type of transportation system. A set of recommendations is proposed, each different and unique in its approach to the problem of rural mobility for persons without access to an automobile. Each of the proposed recommendations can stand separately, be coordinated, be expanded, or be used interchangeably. The plan proposes to demonstrate the different schemes for Atlantic County with decisions on continuation based on experience.

The objectives of the rural transportation program are to provide mobility to the general population and to use existing transportation resources more efficiently. Figure 19 shows the plan for rural transit service.

The proposals outlined in Table 35 show three different approaches to rural transit. Each will be tested in the field with regard to dependability, useability, and cost. The entire project can be directed, operated, and monitored by the County Planning Commission.

The three different types of operation are discussed in detail as to schedules, routes, and service levels in this section.

Fixed Bus Route - Cross-County

This bus route will act as a cross-county bus service connecting many of the principal traffic generators outside the eastern urbanized area of the County; namely, Atlantic County Medical Center, Stockton State College, Atlantic Community College and the County Court House. This route will also serve the commercial and industrial developments at

·LEGEND·

- Egg Harbor Dial·A·Cab
- Hammonton Dial·A·Bus
- Cross County Bus Route
- Interface Point

RURAL TRANSIT SERVICE PLAN
ATLANTIC COUNTY AND OCEAN CITY
ATLANTIC COUNTY PUBLIC TRANSPORTATION STUDY

Wilbur Smith and Associates

FIGURE 19

Table 35

PROPOSED RURAL TRANSPORTATION SYSTEM CONCEPTS

CONCEPT	DESCRIPTION
Fixed Route, Bus	Buena Boro/Stockton State College via Atlantic County Medical Center, Egg Harbor City, Atlantic Community College, Mays Landing - on a regular two-hour schedule.
Dial-A-Cab	Egg Harbor Township west of Garden State Parkway, and south of Seashore Railroad to Shore Mall - use two-way radio.
Dial-A-Bus	Town of Hammonton, North of Atlantic City Expressway - phone in requests.

Egg Harbor City, Mays Landing and Bueno Boro. The route connects with all other bus systems in the County. The proposed service would operate every two hours between 9:00 A.M. and 5:00 P.M. Monday through Friday. One bus would be required to operate the service.

Dial-A-Taxi - Egg Harbor Township

This service would be provided by the local cab company. There are a number of physical barriers in the Township and for this reason the service would be limited initially to the following boundaries; west of the Garden State Parkway, east to the Township line, south to Highway 559, and north to the Seashore Railroad, and include the Shore Mall. The Mall would be the principal focal point of the Egg Harbor Township operation. The cab company would provide service between 9:00 A.M. and 5:00 P.M., and maintain a two-way radio service. Passengers would be guaranteed a maximum two-hour wait. The two-way radio contact would permit a very flexible schedule and route pattern, most calls could be served within a one-hour wait. There would be no central pick-up point, although the Shore Mall would probably become the principal operator.

Dial-A-Bus - Hammonton

A single bus would be used to provide service for the entire community of Hammonton, north of the Atlantic City Expressway. There would be no fixed route. The route would be determined each trip by the passenger pickups. Requests for service would be phoned in to a central point, (TNJ Bus Station) and a route would be developed for each trip. The bus would leave town every two hours and operate the route according to the needs of the passengers on board, and those

who had called to be picked up. It would be possible for people to have a "standing order", to be picked up on a daily basis; this type of arrangement would be encouraged.

Duration of Experiment

Traditionally, new fixed-route bus services in urban areas establish their credibility in about 90 days. This does not mean necessarily that the costs and revenues of the new service have equalized, but there are clear signs of patronage patterns of growth. Management must determine the value of the new service and decide its fate. Sometimes another 90-day period is required to perceive the route's true value and potential.

Table 36 compares operating standards for four operational rural transit operations. Fixed route feeder has been added to the fixed route, cross-county identified above. This option assumes that rather than a cross-county service, a series of feeders might provide service from localized portions of the rural area to intercity transit connection points. Service standards for the latter type service would be virtually the same as for cross county but the operation would in several ways be more like the demand-responsive service, as can be noted.

The introduction of three different types of rural transportation systems is innovative and will require time to evaluate. A six-month test period is suggested as fair and reasonable to comprehend and measure the effectiveness of each of the new systems. If definite trends become visible sooner, appropriate action should be taken at that time to either terminate the service or negotiate its continuation.

Table 36

COMPARISON OF OPERATING STANDARDS
RURAL TRANSIT OPTIONS

	SCHEDULE	ROUTE	FARE	OPERATOR	VEHICLE OWNER	DRIVER	FUEL AND MAINTENANCE	COST RATE	RADIO DISPATCH	PHONE REQUEST
Fixed Route Feeder	Fixed	Fixed	.50	County	Public	Public	Vehicle Owner	Mileage	No	No
Fixed Route Cross-County	Fixed	Fixed	.50	County	Public	Public	Vehicle Owner	Mileage	No	No
Demand-Responsive Taxi	Flexible	Varies	.50	County	Private	Private	Vehicle Owner	Mileage-Time Passengers	Yes	Yes
Demand-Responsive Bus	Flexible	Varies	.50	County	Public	Public	Vehicle Owner	Mileage	No	Yes

In Chapter 6 a series of potential strategies to be used to improve transit service throughout Atlantic County were evaluated with respect to the goals which had been stated at the outset of the study by the Board of Public Transportation. Table 22 summarized the strategies which appeared to have the greatest potential of achieving the stated goals. The three or four highest ranking strategies expressed for each goal were identified and most of these have been discussed earlier in this chapter. Of those identified in Table 22 which have not been included in the proposals outlined herein, only express service and combined transit/school service have not been a part of the proposals.

Express Service

Express bus service was identified as having potential for assisting to achieve the goals of expanded local service and intercity service coordination.

The extensive study of the Atlantic City Transportation Company route network which has been reported on earlier in this chapter,sought to identify areas which could be served by express operation of buses. In a typical transit route configuration, express service can only be effective during peak hours when very heavy directional volumes over long sections of the route are characteristic. The passenger boardings found from the studies of individual route boarding and alighting locations did not reveal the level of boardings that would justify this type of service. While experimental operations might be expected to generate additional trips in the areas with the greatest potential for express service, such operations frequently do not generate additional trips because of the temporary nature of the initiated service.

Another consideration with reference to express service is that its initiation frequently will result in the reduction in the level of local service by the number of buses utilized in

the express mode. Public concern is often heard about express service when the express vehicles bypass local stops enroute to the central business district. The level of complaints may be expected to be much greater, if, as would appear likely in the case of Atlantic City, ridership of the express buses is not heavy during early weeks of the service. In view of these concerns it was concluded that the typical express service had very limited potential in Atlantic City.

However, it should be noted that express service was included in the route modifications which were proposed. The recommended extension of the Brigantine-Atlantic City service to serve Pleasantville, Shore Mall and Somers Point (peak hours only) should be noted for its change from use of the Black Horse Pike (U.S. Route 40) approach to Atlantic City to use of the Atlantic City Expressway between the Atlantic Avenue-Arkansas Avenue intersection in Atlantic City and the Pleasantville Bus Terminal in each direction. This routing reduces travel time between these points and provides a significant express-type service which can be achieved without reducing existing levels of service on U.S. Route 40 (Albany Avenue), since this is an entirely new service in this area.

In summary, therefore, while typical on-line express service was not considered feasible in the Longport to Atlantic City corridor, express service via the Atlantic City Expressway offers a near level of service between the mainland communities and Atlantic City.

Combined Transit-School Service

Proposals are often heard to suggest utilization of the extensive fleet of school buses operating in most suburban and rural communities for public transportation. However, more

detailed study of this possibility develops a series of problems relating to schedule-demand conflicts, jurisdictional objections and equipment limitations. School bus routes and schedules were carefully reviewed and it became clear that many of these buses are heavily utilized, some on double shift duty where high schools operate on split shifts to alleviate school building capacity shortages. Because of the split shifts and the late closing of schools in the afternoon, there are few gaps with schedule of school buses to permit their "doubling up" to carry the general public between school runs.

Combined with the control of the school bus fleet by the Department of Education, the potential for joint use appears limited. Future improvements in school schedules may result in greater periods when school buses might be available for other uses and this analysis would not rule out re-study or re-consideration of this proposal; however, the basic school bus is not designed to carry adults in a comfortable manner because of seat dimensions and spacing and the height of the entry steps, which would discourage attempted use of these vehicles by the elderly and handicapped, who would otherwise be expected to benefit from the services which would be made available.

The conclusion reached in this study was, therefore, that while school buses represent a potential for increased use of an available fleet of vehicles, the logistics involved in developing a workable schedule for use of this equipment in a manner which would be attractive to potential users, are not subject to ready solutions. Future changes in school schedules and equipment design may eliminate or reduce scheduling problems and under these conditions, re-evaluation of feasibility should be planned. Present conditions in Atlantic County do not justify current consideration of school buses as public transit vehicles.

Elderly and Handicapped Transportation Service

Throughout this study serious consideration was given to the mobility problems of elderly and handicapped citizens. As stated in the goals established early in the study and presented in Chapter 6:

> ....."Coordinated mobility for senior citizens, disadvantaged and handicapped persons in both urban and rural portions of Atlantic County."

Relating this goal to the alternative strategies outlined for consideration resulted in the designation of dial-a-ride service, rural transit service and car-pooling as the types of actions which would be most effective.

Serious consideration was given to each of these concepts for expanding mobility in the county as well as the other strategies which appeared to have more general application to the total population. However, the distribution of senior citizens throughout the county as set forth in Figure 4 early in the report clearly indicated that the greatest concentrations were located in the island communities, Atlantic City, Ventnor, Margate, and Ocean City. These areas are among those best served by the existing bus system as well as the jitney operations in Atlantic City and Ocean City, taxis, and some of the special para-transit operations functioning in the urban area.

In view of these considerations, therefore, it was concluded that the principal concentrations of senior citizens as well as the economically disadvantaged would best be served by the upgrading of the urban operation of the Atlantic City Transit Company. Thus, as part of the review of route modifications, extensions and schedule changes which were described earlier in this chapter,

special consideration was given to service to senior citizens and the disadvantaged and the Immediate Action Plan reflects these changes.

It should also be noted that in the rural areas of the County, ways and means of achieving a system of feeder service between rural residential areas and the major intercity routes which connect the county with Philadelphia, New York, and major New Jersey destinations included dial-a-ride services and car-pooling, although it was ultimately concluded that a feeder bus concept would provide a service of broader community appeal.

While no specific proposals were made on the acquisition of buses specially equipped to carry handicapped riders, recent Federal regulations suggest that future bus fleet additions will be required to meet specifications which include the wide doors, wheel-chair lifts, and internal dimensions to facilitate use by the handicapped. It is anticipated that fleet additions in Atlantic County will be made under these specifications.

Concluding this summary of actions taken in this project on behalf of the elderly and handicapped, it would appear that from the establishment of the initial goals through identification of the improvement stragegies and the development of the Immediate Action Plan as well as proposals for longer term consideration, the problems of these minority groups were fully considered and the resulting recommendations respond to these problems as well as general community-wide concerns. In the course of the study it became apparent that most of the elderly-handicapped needs could best be met by strengthening the total bus network in the urban area and broadening it in the rural area to serve the needs of the total community rather than only those of the two minority groups.

Chapter 8

TRANSIT MANAGEMENT AND OWNERSHIP OPTIONS

Providing an integrated public transportation system in Atlantic County will require coordinated scheduling of transit and paratransit operations which serve the County including: Atlantic City Transportation Company, Atlantic City Jitneys, the Intercity carriers, and Special Purpose transportation agencies.

It is clear, therefore, that one of the primary concerns of public transportation in Atlantic County is the future of the Atlantic City Transportation Company and the service it provides to residents of the urbanized mainland and shore communities. Since 1970, the State of New Jersey has been providing a subsidy to defray costs of operations of ACTC. The County has also participated in this subsidy, annually paying 25 per cent of the total cost.

The annual operating subsidy has increased to more than five times its original amount, while the number of total passengers carried has dropped by only five per cent. (Refer to Table 1). The initial 1970 subsidy of $221,666 represented 42 per cent of the State's total subsidy program for that year, while in the current fiscal year the ACTC subsidy (estimated to be approximately $870,000) will be only two per cent of the State's total subsidy program. The New Jersey Department of Transportation is now estimating a total subsidy for Atlantic City Transportation Company in the $950,000 to $1 millon range for fiscal 1977.

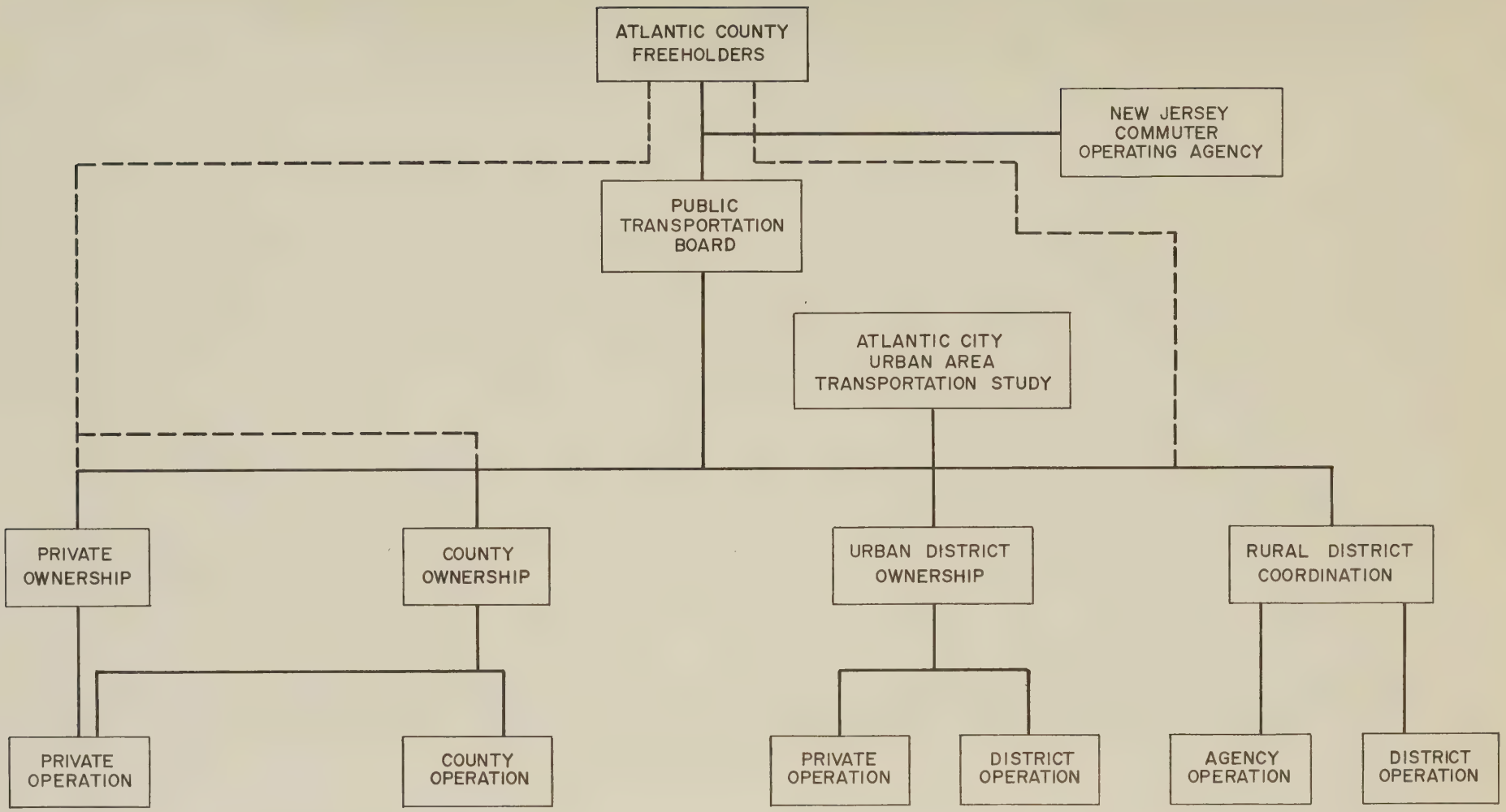
The trends of increased costs of service and increased annual subsidies have greatly concerned State and local officials.

Although it appeared the ACTC was making good progress toward actually "turning around" the downward trend in transit riding common to most communities when it was struck by drivers in September, 1973, total ridership and service have both been reduced since that time.

There have been no major changes in services--in terms of routes and schedules--in many years. Meanwhile, development has moved into mainland communities and major employment, shopping, educational and institutional facilities have been located in Galloway, Egg Harbor and Hamilton Townships, and the communities of Absecon, Pleasantville, Northfield, Linwood, and Somers Point. Transit service provided by ACTC has not kept pace with these trends, and the Immediate Action Plan is designed to correct this condition, by bringing routes and schedules in line with present needs.

It is a matter of concern, therefore, that Atlantic County, in spite of previous surveys and plans, has not been able to exercise control of public transportation policy within its own jurisdiction. This situation should be corrected, and the County should be given a greater role in formulating transportation policy, and in implementing plans to carry out these policies. Actions should be identified to create the institutional framework to enable Atlantic County to meet this objective.

Alternative Courses of Action - What options exist for Atlantic County to achieve greater control of public transportation policy? How can the County be more responsive to the need for a viable public transit system for its urban and rural segments? A variety of options may be considered and are presented here for review by County officials. The alternatives are illustrated in Figure 20 and include the following:



ATLANTIC COUNTY
PUBLIC TRANSPORTATION MANAGEMENT ALTERNATIVES

ATLANTIC COUNTY PUBLIC TRANSPORTATION STUDY

1. Maintain Status Quo - This option assumes that the present private ownership and operation of the ACTC would continue. The State would continue to establish basic service policies, deficits would be supported by subsidy payments from the State and County, and the County would have little control of policies governing ACTC operations (routes, schedules, fares). This approach has proven unacceptable to the County in its efforts to adopt innovative measures to increase ridership, reduce costs, and expand services.

2. Greater County Involvement - This may be achieved with cooperation of State and UMTA funding programs, through one or more of the following actions:

   a. Establish urban area transit district with either ACTC operation or district operation. The urban area district would correspond generally to the ACUATS planning area and the ACTC service area. The transit district would have authority to purchase the ACTC, or to maintain, with the State, the active role of establishing basic service policies and control of routes, schedules, and fares. If the ACTC were purchased, the transit district would have the option of direct management of the system, or contracting for continued operation by the ACTC staff or another management team.

b. Establish rural area transit district for control or coordination of existing operators or direct district operation. The rural area district would include the balance of the County west of the ACUATS area. Its services would relate primarily to coordination of special transportation services provided by other agencies in rural areas.

c. Establish County ownership of the urban area system. The framework within which the purchase takes place can take at least two forms. An urban area transit district can be created, made up of representatives of the urban communities, to purchase and set policy for the urban portion of the system, or the purchase can be made directly by the County government. In either event, County funds, supplemented by State and/or UMTA funds, would be utilized.

Operation of ACTC services would be achieved by contracting for continued operation either by the ACTC staff or by a management team which might be awarded a lease to operate the service for the owner--the County government, the Public Transportation Board, or the Urban Transit District.

While purchase of ACTC operations may ultimately be an appropriate action by the County,

it is not seen as a preferred action at this time. It is recommended that the Immediate Action Plan be adopted and implemented through cooperation by the State and ACTC owner, prior to any further financial involvement by the County.

It should be noted that UMTA finances only publicly-owned equipment. The State may own buses, and is in a position to allocate rolling stock to transit operations with respect to appropriate criteria. Assuming a continuation of the State's bus purchase program (the County is currently allocated 20 new buses for ACTC operations), the ACTC fleet could eventually become primarily publicly-owned buses, representing de facto public ownership of rolling stock. The garage and equipment would then have to be purchased to achieve full public ownership.

3. Create a Strong County Transportation Board to assume ownership, management or policy control, and direction under any one of the plans 2 a-c, above.

   Creation of a strong Public Transportation Board as a vehicle for County policy control of ACTC operations is of great importance in implementation of the Immediate Action Plan. Such a Board would establish County policy in public transportation and would be expected to address all County public transportation problems, both in urban and rural areas. Establishment of such a Board would not preclude the formation

of urban and rural transit districts to administer the operation of the systems in each of these areas. The Public Transportation Board, however, might be expected to perform the functions of both urban and rural districts in administering operations, if this is desired.

The above alternatives have been outlined to identify the flexibility which exists in moving ahead on this problem. There are several alternative courses available. As part of the Immediate Action Plan, however, it is proposed that action be initiated which allows some flexibility in the future, as to operating alternatives, but takes steps immediately to achieve County policy control of the ACTC bus system.

Creation of a strong Public Transportation Board is recommended for immediate action. It is essential to have such a Board become thoroughly familiar with the issues and background on transportation operations, and provide continuity in implementation of the Immediate Action Plan. The Board would also be expected to represent the County in negotiations with the State and the ACTC owners.

Public versus Private Management - Although purchase of the ACTC by the County is not recommended at this time, it is useful to consider the cost implications of management alternatives open to the County. If the County became the owner of the ACTC system, the basic management options would include direction of day-to-day operations by salaried personnel on the County payroll, or direction by a management team under contract with the County. In either case, the County would own the rolling stock and equipment.

With public management of the County-owned ACTC system, an Executive Director would be employed by the County, and other key positions, including General Manager, Superintendent of Maintenance, Superintendent of Transportation, and Controller would be provided. Cost of this management option is estimated to be approximately $130,000.

Operation of the publicly-owned system by a management team (an operator or management contractor) under contract to the owner (the County government, the Public Transportation Board, or the Urban Transit District) would cost an estimated $170,000 for management services. It is assumed this cost would not include the Executive Director's salary, but would include responsible positions, such as General Manager, Superintendent of Maintenance, Superintendent of Transportation and Controller from within the management company's staff. The cost would also include a management fee for these services.

Although direct outlays for management services would cost more under a management contract than under a public payroll, the advantages of a management contract should be weighed by the County. There will be continued pressures for higher wages by ACTC personnel, and a management team on the public payroll may be more vulnerable to uneconomical labor settlements, whereas a contracted management team could act as a buffer between employees and the County in setting labor policy and settling disputes.

Estimated Costs of Alternatives - A detailed evaluation should be made of the cost to the County for purchase of the ACTC system and development of a five-year capital improvements program. Purchase of the ACTC would make the County responsible for operating and

maintenance costs and plans for a five-year capital improvements program should also be considered.

Preliminary estimates show the annual deficit in ACTC operations for 1976-77 would be reduced from approximately $1,038,000 to $775,000 under the Immediate Action Plan. The County's 25 per cent share would be reduced from nearly $260,000 to about $194,000 under the Immediate Action Plan.

Preliminary analysis of ACTC rolling stock and equipment indicates an estimated value of approximately $330,000, which would be the cost for acquisition of the bus company by the County.[1] This figure is approximate, and is given to establish an order-of-magnitude estimate of cost of the acquisition option. A detailed appraisal would include an appraised value for each piece of equipment as well as an evaluation of such factors as pension funds, prepaid insurance, prepaid taxes, and similar items. Such an appraisal would be necessary in filing application to UMTA for a capital Grant.

Assuming that ACTC would retain its present garage and property, the new owner (the County) would store and maintain the buses at a more central location. Alternatives for garage facilities would include:

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(1) This approximate acquisition figure includes the spare parts inventory and non-revenue equipment. It does not include the real estate, which the Company plans to retain and develop for other purposes.

1. Modification of the existing inter-city maintenance building adjacent to the TNJ bus terminal at Arctic and Arkansas;

2. Building a new garage at the Arctic-Arkansas location; or,

3. Building or leasing a facility at a new location.

For purposes of projecting possible costs of capital improvements, a budget of $3,600,000 has been estimated for the five-year development plan. This would be in addition to acquiring ACTC assets and would include: estimated costs of construction of a new garage and office complex and purchase of new buses, new service vehicles, and miscellaneous equipment. The addition of 20 new buses to be provided by the State Department of Transportation under the State's present bus purchase program, however, would cut approximately $1,600,000 from the projected costs, representing a net projected cost of $2,000,000 for the five-year development program.

It is assumed that 80 per cent of the projected $2,000,000 cost of capital improvements would be paid by UMTA Section 3 funds, leaving 20 per cent, or $400,000, to be paid by the County. This would represent an average cost of $80,000 annually for the five-year program.

This estimated budget does not include the cost of land for the new garage facility because land presently in public ownership may be available. Moreover, if the State acquires the assets of TNJ, economies may be possible in joint maintenance of vehicles, (i.e., both TNJ and Atlantic County buses could be maintained in the same garage).

Summary of Estimated Costs - A summary of estimated costs is useful to assess the alternative courses of action. Listed in Table 37 are the major cost items estimated for County purchase of ACTC.

It is evident that the estimated costs of the first year of the five-year development program would be $339,000 for purchase of rolling stock, capital improvements program, and the County share of annual subsidy. Adding the costs of management options, the projected cost of County ownership and management of ACTC operations would be $469,000 annually under a public management option, and $509,000 for the management contract option. These estimates are approximate, and are based on data and projections available at this time. Future annual costs will depend on labor contract negotiations, service changes, and State and Federal matching grant allocations. The cost difference between public and private management options is too small (2.3 per cent of operating costs) to warrant a choice without further study of other factors.

Preferred Alternative - In view of the uncertainties in initial assumptions used in these projections, a step-by-step implementation program is recommended. This program will allow the County to keep options open while the monitoring and planning processes continue. To adopt this approach, Atlantic County should review the recommended Immediate Action Plan through the "3-C Process" and refer it with endorsements to the New Jersey Department of Transportation for approval, while ownership of the bus system is maintained by the Atlantic City Transportation Company. The improved service and revenue program should be implemented and a stronger County Transportation Board established. Experience with the revised routing/scheduling program and the new fare structure would determine the

Table 37

MANAGEMENT AND OPERATING COST OPTIONS

ITEM	COST ESTIMATE Total	COST ESTIMATE County Share	First Year Cost of Five-Year Plan
Purchase of ACTC Rolling Stock and Equipment	330,000	$ 66,000 (1)	$ 66,000 (2)
Capital Improvement Program	2,000,000 (3)	400,000 (1)	80,000
Operating Subsidy	773,000	193,000 (4)	193,000
TOTAL	$3,103,000	$659,000	$339,000
Management Options:			
A. Public Management:		$ 130,000	
First Year Cost of Five-Year Plan:		339,000	
Total Annual Cost		$ 469,000	
B. Management Contract:		$ 170,000	
Annual Cost of Five-Year Plan:		339,000	
Total Annual Cost		$ 509,000	

(1) At 20 per cent, using Section 3 funds.
(2) Allocated entirely to first year of capital budget.
(3) Not including $1,600,000 for new buses to be owned by State ($1,280,000 UMTA; $320,000 State of New Jersey Funds.)
(4) At 25 per cent County, 75 per cent State/Federal matching ratio.

direction of revenues and costs and establish any new trends in subsidy requirements. The County would then be in a stronger position to weigh the merits of a decision to purchase the ACTC system.

Of key importance in the County's strategy are:

1. Review and approval of Immediate Action Plan by:
   - Board of Public Transportation
   - County Planning Board
   - ACUATS Technical and Policy Committees
2. Establishing a strong County Transportation Board with authority to approve schedules, routes, fares, and other policy considerations.
3. Adoption of the Immediate Action Plan by the County Board of Freeholders, and presentation of the program to the New Jersey Department of Transportation.
4. Approval of the program by New Jersey Department of Transportation.
5. Agreement by ACTC to implement the Immediate Action Program, with appropriate financial endorsement by New Jersey Department of Transportation.
6. Aggressively market the improved ACTC services and closely monitor the operating results. Make changes in service, as appropriate.
7. Thoroughly study the cost implications of ACTC purchase and management options, prior to committing the County to this option. Delay any such purchase for at least one year following implementation of the Immediate Action Plan.

New Jersey Administration of Public Transportation

Recently, consultants to the New Jersey Department of Transportation have unveiled a new proposal for administration of public transportation and particularly the bus and rail subsidy programs presently under the Commuter Operating Agency. The proposal is understood to call for creation of a new Agency for Public Transportation which would take over functions presently housed in the Department of Transportation and the Board of Public Utilities Commission which are responsible for:

- Maintaining the rail-bus subsidy program;
- Regulatory control of all intra-state bus operations;
- Short-range planning for public transportation.

The Agency would function with transportation systems operated by:

- All public agencies
- All private companies, or
- A mix of public and private carriers.

Details of the plan are not yet known and the final form of the plan as it proceeds through the Legislature is difficult to forecast. However, it appears that the Legislature may be expected to address the issue in 1977 with the objective of creating a more workable relationship between State regulatory, operational and planning activities and the impact these have on the bus-rail subsidy programs.

Chapter 9

IMPLEMENTATION PLAN

Early elements of an implementation plan were set forth in Chapter 7, concerning the sequence of actions required to obtain concurrence of all involved agencies in the changes in bus service proposed to be initiated for Atlantic City Transportation Company. These steps become integral parts of the five year implementation plan, since the early action proposals are the keys around which the balance of the program is focused.

It might be stated that the first steps toward implementation had been taken, but the Transportation Planning Board has not been given powers outlined to approve schedules, routes, fares and related operating details that are important in maintaining an on-going improvement program.

Key next steps in the sequence outlined above include:

- Approval of plan by New Jersey Department of Transportation.
- Agreement by Atlantic City Transportation Company to implement with adjustments in current operating agreement as determined by the Commuter Operating Agency of New Jersey Department of Transportation.
- Aggressively market proposed services and closely monitor operating results.
- Review and study cost implications of Atlantic City Transportation Company purchase and management options in terms of modifications presently being drafted for the State's bus

subsidy program and overall transit administration in the Department of Transportation.

A comparison on a route-by-route basis of transit service as it exists today and as proposed by the immediate action plan is set forth in Table 38. It will be noted that the comparison of annual total bus miles suggests that the current service totals over 95,750 annual bus hours, while the proposed plan totals about 87,540 or nearly nine per cent less bus hours than the existing operation. If the route re-structuring without added service was undertaken, the additional saving of 7,350 bus hours would be realized, further reducing the total annual bus hour figure to about 80,200, a 16 per cent reduction from present bus hours.

As the course of the State subsidy program becomes clear in the next several weeks or months, clarification of the status of the management options for Atlantic City Transportation Company will be anticipated and the County will be in a position to make sound decisions on their future role regarding this operation.

Summary of Operating Data

The route and schedule changes proposed in Chapter 7 for Atlantic City Transportation Company bus operations have been summarized to permit an overview of their impact on the total system. Table 39 presents a comparison of annual costs, actual and estimated based on 1975 statistics on file with the New Jersey Public Utilities Commissioners and the New Jersey Department of Transportation. It will be noted that daily platform hours, (scheduled bus operating hours) will be reduced from 295 in 1975 to 270 or slightly over 10 per cent, while maintaining all existing services but adding new service in the Mainland portion of the

Table 38

COMPARISON OF SERVICES
EXISTING AND PROPOSED ACTC BUS OPERATIONS

ROUTE	ANNUAL PLATFORM HOURS		EXISTING HEADWAY				PROPOSED HEADWAY				BUSES REQUIRED		SERVICE HOURS				DAILY NUMBER OF ROUND TRIPS	
			Peak	Base	Peak	Base	Peak	Base	Peak	Base			Out	In	Out	In		
	Existing	Proposed	AM	Day	PM	Night	AM	Day	PM	Night	Existing	Proposed	Existing		Proposed		Existing	Proposed
1. Shore Mall-State College	--	1,040.0	--	--	--	--	--	180	50	--	--	1	--	--	10:00 A.M.	5:00 P.M.	--	4.0
2. Brigantine-Shore Mall	6,314.5	12,592.5	60/70	70	80	70	60	60	60	60	1	2	6:40 A.M.	11:30 P.M.	6:00 A.M.	11:37 P.M.	13.5	18.0
3. Absecon-State College	--	5,110.0	--	--	--	--	120	240	120	180	-	1	--	--	7:30 A.M.	12:28 P.M.	--	7.0
Venice-Bungalow Park	10,685.0	--	10/15	25/35	25/30	35/65	--	--	--	--	4	0	6:15 A.M.	12:40 A.M.	--	--	32/36	--
Margate-Longport	42,484.0	--	15	30	15	30/60	--	--	--	--	12	-	5:00 A.M.	2:05 A.M.	--	--	22/42	--
Ventnor Heights	--	--(1)	30/60	60/120	60/90	--	--	--	--	--	--(2)	--	6:20 A.M.	10:45 P.M.	--	--	12	--
Chelsea Heights	4,680.0	--	30	60	30	60	--	--	--	--	2	--	7:00 A.M.	1:00 A.M.	--	--	16	--
4. Chelsea-Ventnor Heights-Bungalow Park	--	12,937.0	--	--	--	--	30	60	30	60	--	3	--	--	6:26 A.M.	11:25 P.M.	--	28.0
5. Longport-Margate-Ventnor Venice Park	--	26,112.4	---	--	--	--	15	30	15	30/60	--	6	--	--	5:00 A.M.	1:15 A.M.	--	16/27
6. Atlantic City-Mays Landing	1,040.0	520.0	2 Round Trips 7:55 A.M. and 3:50 P.M.				1 Round Trip Lv. A.C. at 7:30 A.M. - Mays Landing at 5:25				1	--(3)	7:55 A.M.	5:52 P.M.	7:30 A.M.	6:17 P.M.	2.0	1.0
6A. Shore Mall-Mays Landing	--	1,196.0	--	--	--	--	--	120	150	--	--	1	--	--	8:30 A.M.	5:22 P.M.	--	5.0
7. Ocean City-Absecon-Seaview	27,430.0	27,430.0	20/40	30	15	30/60	20/40	30	15	30/60	10	10	5:00 A.M.	2:05 A.M.	5:00 A.M.	2:05 A.M.	40.5	40.5
8. Coolidge-Amherst	3,120.0	598.0	20/35	30	30	--	30	--	60	--	1	--(2)	6:20 A.M.	6:20 P.M.	7:20 A.M.	7:15 P.M.	22.0	7.0
TOTAL	95,753.5	87,535.9									31	24						

(1) Time is combined with Margate Service.
(2) Bus requirement combined with Margate Service.
(3) Bus requirement combined with Shore Mall-Mays Landing Service.

Table 39

COMPARISON OF ANNUAL COSTS[1]
EXISTING AND PROPOSED ACTC BUS OPERATIONS

ROUTE	EXISTING (1975) DAILY PLATFORM HOURS	NO. OF BUSES	ANNUAL COST	PROPOSED (1977) DAILY PLATFORM HOURS	NO. OF BUSES	ANNUAL COST
1. Shore Mall - State College	--	--	---	4.0	1	$ 26,426
2. Brigantine-Shore Mall-New Road	17.3	1	$142,774	40.5	4[4]	319,975
3. Absecon-State College	--	-	--	14.0	1	129,845
Venice-Bungalow Park	34.0	4	241,593	--	--	--
Margate-Longport	129.5[3]	12	960,581	--	--	--
Chelsea Heights	16.0	2	105,816	--	--	--
4. Chelsea-Ventnor Heights	--	--	--	39.1	3	328,729
5. Longport-Margate-Ventnor Venice Park-Inlet	--	--	--	81.4	6	663,516
6. Atlantic City-Mays Landing	4.0	1	23,515	2.0	--[2]	13,213
6A. Shore Mall-Mays Landing	--	--	--	4.6	1	30,390
7. Ocean City-Absecon-Seaview	82.0	10	620,204	82.0	10	696,996
8. Coolidge-Amherst	12.0	1	70,544	2.3	--[3]	15,195
	294.8	31	$2,165,027	269.9	26	$2,224,285

(1) Based on $26.00 per hour service cost reported to N.J. PUC by A.C.T.C. for 1975.
(2) Bus requirement combined with Route 6-A.
(3) Bus requirement combined with Route 5, includes Ventnor Heights.
(4) Includes two buses in P.M. peak only.

service area. The number of buses required to perform the proposed service would be reduced from 31 to 26, which includes 2 required during P.M. peaks only. This change can be seen to link several routes which had not previously been related, adjusting headways generally on both routes and more efficiently utilizing personnel and equipment. Its impact in operating costs results in a nine percent reduction, when the new services are included in the total. If only the schedule consolidations were undertaken, the cost saving would be increased by nearly $350,000, resulting in a savings of over 22 per cent in system operations.

When estimates of patronage and related revenue, as detailed by route in the discussion in Chapter 7 of the proposed operation of the Atlantic City Transportation Company buses, are summarized, it appears that the proposed changes in the system and the extension of service to new areas are expected to have a beneficial affect on total passengers, annual revenues, and net losses.

Annual passengers are projected to be increased to over 4,487,000, which would exceed ridership during each of the last four years or since the strike in 1973. Regular route revenues projected for the first year of modified operation suggest that nearly $1.7 million could be expected through the fare box. This exceeds regular route revenues for all years since 1968 by at least $250,000 and reflects the longer routes, higher fares, and increased ridership.

When revenues are compared against annual costs, however, a net loss of nearly $540,000 is forecast for the first year of operation with the route plan set forth in Chapter 7. For the purpose of comparison, fiscal year 1976 losses amounted to about $850,000 and the present subsidy contract under which Atlantic City Transportation Company is operating, provides for State payment

of nearly $1,040,000 through June, 1977. Table 40 compares anticipated passengers, revenues and annual operating costs to develop the profit or loss for each route and the full Atlantic City Transportation Company system.

If the losses associated with the new services (Route 1, 3, 6-6A) are discounted, net loss for the full system would total about $450,000. This represents a saving of about $600,000 when compared to the State subsidy payments being made under the present agreement, covering the services presently operated.

With the new services added, the projected savings through route consolidation would still approximate 25 per cent of the projected subsidy payment for this year.

Five Year Financial Projection

A five year projection of operating costs and revenues for the Atlantic City Transportation Company has been based on the following assumptions:

Operating Revenues

1. Regular Route	No increase in fare structure to 1981, but with 5 per cent increase in patronage due to increased activity in community.
2. Special	Charter revenues would remain constant to 1981.
3. School	The full fare for students will remain in effect. Revenue for this line item has been adjusted to reflect that a portion of the school year was over at the time the full fare for students policy was made effective. Due to the captive rider status of the students adjustments were not made for loss of ridership.

Table 40

COMPARISON OF EXPENSES AND REVENUES
FOR PROPOSED ACTC BUS OPERATIONS
1977

ROUTE	ANNUAL PASSENGERS	PROJECTED ANNUAL REVENUE	PROJECTED ANNUAL EXPENSE	PROFIT (LOSS)	AVERAGE FARE IN CENTS
1. Shore Mall-State College	24,400	$ 6,612	$ 26,426	$(19,814)	27.1
2. Brigantine-Shore Mall	669,400	265,082	319,975	(54,893)	39.6
3. Absecon-State College	184,400	92,200	129,845	(37,645)	50.0
4. Chelsea-Ventnor Heights	650,500	227,675	328,729	(101,054)	35.0
5. Longport-Margate-Ventnor Venice Park	1,388,300	502,565	663,516	(160,951)	36.2
6. Atlantic City-Mays Landing	44,600 (1)	22,300	13,213	9,087	50.0
6-A. Shore Mall-Mays Landing	21,200	8,395	30,390	(21,995)	39.6
7. Ocean City-Absecon-Seaview	1,448,000	550,240	696,996	(146,756)	38.0
8. Coolidge-Amherst	56,200	11,240	15,195	(3,955)	20.0 (2)
TOTAL	4,487,000	$1,686,309	$2,224,285	$(537,976)	

(1) Based on present revenue of $7,800 plus 65 students using the system twice each day for 180-day school year as reported by Atlantic Community College, assumes a five per cent increase in base patronage and assumes a base patronage increase of two per cent for increased service area.
(2) Includes return fares on passengers from Coolidge-Amherst.

Operating Expenses

1. Insurance	Assumes no major increases in insurance costs and that the rise in insurance costs will be consistent with past five years. Increase based on 13.5 per cent annually to 1980.
2. Employer Welfare Expense	The previous five-year rise in this line item will be reduced from the present 26.8 per cent annually to 13.5 per cent annually.
3. General Office Salaries	The average annual increase of 87.6 per cent would not apply and that this could be reduced to 20 per cent annually compounded from 1976 to 1981.
4. Other	Supplies, office material, etc., assumes a 10 per cent increase per year from 1976 compounded to 1981.

Maintenance

1. Buses	Parts and major component rebuilding will not be required to 1981 due to state-supplied buses being placed in Atlantic City. Assumes an annual increase of 2.8 per cent compounded to 1980.
2. Tires and Tubes	An increase for 1976 of 11 per cent resulting from a labor strike in the tire industry. From 1977 to 1980 a 5.7 per cent inflation rate is compounded to reflect increased raw material and transportation costs.
3. Other	Increased at a percentage rate equal to $5,000 per year to 1980.

Transportation

1. Drivers Salaries	Present increases of 7.35 per cent annually will not increase. Projection to 1981 based on present level of 7.35 per cent per year compounded from 1976.
2. Supervision	Assumes an annual increase of 5.8 per cent compounded from 1976 to 1981.
3. Other	Assumes a percentage equal to $7,000 increase per year to 1981.

Depreciation — Depreciation was graduated using standard industry practices.

Advertising and Traffic

1. Advertising	An increase of $50 in 1977, 1979, and 1980 was assumed.
2. Station Expense	An increase of 10 per cent annually was assumed from 1976 to 1981 compounded.
3. Other	An increase of $50 in 1977, 1979 and 1980 was assumed.

Table 41 shows a detailed five year financial projection of revenues and expenses.

It should be noted with respect to projections of transit patronage and revenues that the recent approval by New Jersey voters of casino gambling in Atlantic City places all estimates of internal people movement in a questionable light. Until better estimates can be developed detailing the anticipated transient population increase which may be expected as a result of the gambling activity, patronage and revenue estimates for the transit system can be considered little better than guesses.

Table 41

PROJECTED RIDERSHIP, REVENUES AND COSTS
Atlantic City Transportation Company

ITEM	ESTIMATED 1975	ESTIMATED 1976	YEAR PROJECTED 1977 (2)	1978	1979	1980	1981
Passenger Fares (3)	3,952,484	4,150,000	4,487,000	4,711,000	4,947,000	5,144,000	5,454,000
Passenger Revenues (3)	$1,280,001	$1,344,000	$1,686,300	$1,770,000	$1,859,000	$1,951,000	$2,049,000
Bus Hours (4)	95,753 (1)	97,670	87,536	89,287	91,072	92,894	94,752
Bus Miles (5)	1,397,636	1,426,000	1,340,000	1,367,000	1,394,000	1,422,000	1,450,000
Operating Costs (6)	$2,165,027	$2,341,400	$2,224,000	$2,405,000	$2,597,000	$2,805,000	$3,029,000
Operating Deficit (7)	$ 884,027	$ 997,400	$ 537,700	$ 635,000	$ 738,000	$ 854,000	$ 980,000
Cost Per Hour	$22.61	$23.97	$25.41	$26.94	$28.51	$30.20	$31.97
Cost Per Mile	$ 1.55	$ 1.65	$ 1.66	$ 1.76	$ 1.86	$ 1.97	$ 2.09

(1) Bus hours figures taken from existing schedules and annualized, rather than company statistics.
(2) Estimates of cost for full year following initiation of Immediate Action Plan.
(3) Projections beyond 1977 on the basis of five per cent annual growth in patronage.
(4) Projections beyond 1977 on the basis of two per cent annual growth in regular route adjustments.
(5) Projections beyond 1977 on the basis of two per cent annual growth in regular route adjustments.
(6) Projections beyond 1977 on the basis of eight per cent per year, as reflected in report text.
(7) Before introduction of bus subsidy payment by NJ DOT's Commuter Operating Agency.

Similarly, operating costs have been escalating so rapidly in the case of Atlantic City Transportation Company, that it is nearly unbelievable. The cost per bus hour of operation increased from $19.00 to nearly $26.00 in one year according to their statistics. There was a wage settlement with the operators' union which accounted for about 10 per cent of the increase, but the major increases were in Employee Welfare Expense and General Office Salaries which were up by 27 and 23 per cent, respectively, in 1975 over 1974. The increase in the sum of all costs was about five per cent for the one-year period.

The basis for the increased cost per bus hour thus appears to relate directly to the number of bus hours reported by the company for 1975 operations. Comparing 1974 and 1975 bus hours, it is noted that the 1975 figure is about 16,000 hours lower than 1974. Since bus miles as reported by the company were down only one per cent in 1975, there is no reason to believe bus hours could be reduced to the extent indicated and accordingly a figure for bus hours of nearly 96,000 for 1975 seems appropriate than the reported 88,000. On this basis, the cost per bus hour which more accurately represents Atlantic City Transportation Company experience for 1975 is about $22.61 per mile. The inconsistency in the operating statistics reported by the Atlantic City Transportation Company suggest the need for better internal accounting procedures to justify the substantial payment by the State in support of its operation.

Marketing Public Transit

The private automobile is the primary competitor of the public bus transit system today. It is thus apparent that implementation of a successful transit plan must provide positive incentives to attract additional riders to make more efficient utilization of the plan's capabilities and flexibility.

Marketing for public transportation may be thought of as including six basic but interrelated elements, which include:

Research and Evaluation
Promotion (advertising and public relations)
Public Information
Pricing
Personal Selling
Packaging.

Relating these to Atlantic County and its needs is important as it establishes the relative importance of each element and helps to focus in those elements that can be expected to result in the best returns for the community.

Research and Evaluation - This report provides a base from which to build an understanding of the community and its transit needs. Data collection efforts undertaken and reported on herein provide limited information concerning certain portions of the market. Undoubtedly, additional study of local areas may be desired in completing plans for both urban and rural transit.

Evaluation of research findings and application of available data on bus utilization can be very effective in assuring that transit service is responsive to community needs. This type of analysis has been applied in developing the Immediate Action Plan as outlined in Chapter 7. It should be continuously applied by transit planners in building upon this plan.

Promotion (Advertising and Public Relations) - There is an element of promotion in the total activity and attitude of the community about public transit. The Atlantic City Transportation Company has a small budget for advertising but no designated moneys for public relations. This is an area where the company should be more active in keeping their services before the public. The

present situation in which the company is operating under contract to New Jersey Department of Transportation suggests that as the continuation of the State's subsidy program is decided, serious consideration should be given by the State or through the State, by the company to improved public relations.

Public Information - This element of transit marketing is treated in greater detail in a following section of this chapter.

Pricing - The fare structure for transit in Atlantic County has been "frozen" as a result of all carriers operating under contract to the New Jersey Department of Transportation. Accordingly, there is little flexibility for the local operators or county officials to innovate in this area of marketing. Resolution of the future of the State's subsidy program may be expected to have a significant bearing on the future pricing policy for transit in Atlantic County.

Personal Selling - The activities of bus drivers, managers, and other representatives of the transit operator as "salesmen" for bus service can be influential in creating a positive image for the transit system. Under many circumstances the riders are more concerned with their relationship with the bus driver or other company representatives than with other aspects of the service. This may be particularly true of senior citizens or retired persons who may not be in a rigid schedule and have time and the desire to converse with the bus company representative. While this aspect of "selling" may not be a big factor in total ridership, it can be an important plus for many people and should be given consideration in marketing programs.

Packaging - Visual design and use of colors has, up until recently, been considered a minor factor in the marketing program, but it becomes increasingly clear that the public attaches

importance to many factors such as convenience, appearance, comfort and aesthetic values. The advent of new buses customarily attracts attention and makes riding the bus attractive for a while. The development of a carefully integrated color scheme, logo, symbol and even name or acronym can be a major consideration in projecting the transit image which will attract and hold riders.

There is room for improvement in all of the above market development elements in Atlantic City and County. A public information program as well as extensive system performance monitoring are considered significant areas in which special efforts should be directed.

Objectives of these marketing elements must be tailored to make people aware of the area's transit service and to improve the image of transit service as a viable, safe, and efficient personal transportation alternative.

Public Information Programming - No broad-based public information program currently exists to describe the system's availability and versatility in satisfying major travel desires. Although printed bus and rail schedules are available, the primary source of information in the corridor is the bus driver. Bus operation schedules available to passengers generally have not been effective and the bus driver has become the principal source of information for today's passenger.

Planned service changes within the existing system and new bus routing will require communication to the public which will provide an understanding of the system and ultimately encourage greater patronage usage. Several methods of communicating with the public are outlined.

Maps - Simplified route maps should be a convenient guide. Mapping would establish confidence in the passenger, reassuring him about his geographical location in relation to the service route and/or system.

Single route maps should contain sufficient detail to meet the specific needs of the transit riders on that particular route.[1]

The following information should be provided, as a minimum, for each route:

- Street line and name detail;
- Street intersections;
- Major alternate routes along the corridor;
- Transfer route potentials along the single route;
- Locations of express stops; and,
- Major generators along the route.

Additional components of the individual route map should include a verbal route description, time schedule, fare information, and advertising space.

Corridor, area, or multiline maps should complement the single route map and cover a larger area. Multiline system maps should be posted at bus shelters, transfer points, and in central business districts. The objective of this map should be to identify the system of bus routes within the immediate area of boarding. The functional characteristics of this map should:[2]

(1) Transit Marketing Handbook, U.S. Department of Transportation, Urban Mass Transportation Administration, November, 1975.
(2) Ibid.

1. Provide a sense of system structure;
2. Facilitate the display of the area map where a total system map cannot be accommodated; and,
3. Provide specific corridor information relating to major travel generators.

The area maps should include time schedules to common destinations and should be available to passengers on transit vehicles.

The full system map, as the name implies, would provide the public with an overview of the entire transit system. As applied in Atlantic City, the full system map should provide information on services to major shopping centers, major employment centers, senior citizen and welfare locations, cultural and recreation centers, and public administration facilities. Copies of this map should appear on selected bus shelter facilities at major transfer locations, and at travel information offices.

The schematic full system map is a simplistic presentation including major streets, highway landmarks, and geographic information pertaining to the total system. Identification of transit activity areas such as transfer locations, and express stops should be made throughout the entire transit system.

Telephone Service - Within the study area, bus transit information is only available by telephone from the Atlantic City Transportation Company or jitney service. No central information telephone is available to assist the public in coordinating trip planning with available transit service. The use of one telephone number in providing for information in all local routes tends to eliminate confusion and the number becomes readily identifiable throughout the service area. This service should be maintained

toll free, as an incentive to attract new patronage and provide a more responsive system in fulfilling travel needs.

News Media - Radio, television, and newspapers are a means of daily contact with the total service area population. Public service announcements describing the transit system would alert the public to the availability and convenience to transit service. Marketing the transit system through this media would encourage new patronage to "test" the transit network to assure themselves that the system can replace a car for travel throughout the area.

Public information processes and techniques can establish incentives for utilizing transit services. Summarizing the ways in which the media should be used in the support of the public transit program, the following functions should be noted:

1. Create a public awareness of the transit service availability in the corridor;
2. Attain community support for bus and passenger rail transit utilization;
3. Describe in detail service changes, innovations, and ridership improvement efforts;
4. Identify and describe special services; and,
5. Report regularly on the transit network activities, accomplishments, and plans.

The encouragement of bus ridership through the media should be an important objective of an active marketing program. There is a virtually endless number of themes which can be built upon in developing press releases geared to the encouragement of transit utilization. These range from the idea of catching up on your reading while riding transit to the avoidance of

traffic and parking worries. In addition to routine and continuing releases, special events and special services should be highlighted and related to the transit network's ability to serve the area. This may frequently involve coordination of advertising for such events as art shows, athletic events, and other special activities so that the transit access to the event is featured in the publicity of the event.

Utilization of special transit fare programs such as bus-rail tickets proposed for use in this study area and the senior citizen half-fare program of the Department of Transportation, can be featured at regular intervals. It is also apparent that an important element of a solid marketing program would be the development of a close working relationship with media personnel in the study area. Joint efforts could be directed toward the development of a program which would respond to the needs of the transit system for public information release and also would be beneficial to the media, in staying current with public affairs and local news items.

Monitoring Bus Operations

Implementation of recommendations described in Chapter 7 will require monitoring of the bus operations in order to be responsive to further system refinements. Availability of current information on each of the bus services in terms of ridership at selected checkpoints, on-time performance, conditions of buses, and related operating details should become the basis of a continuing monitoring program. Responsibility for this program should be placed with the Department of Transportation in order that it may have information at hand to accurately assess and control subsidy status and considerations.

The Department of Transportation now has a group of bus inspectors operating out of Trenton on assignment to various areas in the State. This group is not large enough to establish exclusive local areas of concern and should be expanded as time and personnel permit. Effective monitoring of corridor operations can be achieved by assignment of two people full-time who could respond to any problems related to a particular route or area and serve as a liaison to expedite resolution of and make judgments on continuing improvements.

A routine schedule of field inspections should be maintained so that each bus route would be reviewed at least monthly and reports would be on file with the Department of Transportation in Trenton within a week after the field inspection to determine current status and present or potential problems.

Specific items to be monitored include:

- Changes in ridership and fares based on:
  - line-revenue statistics
  - line profiles (on and off counts of passengers);

- Changes in passenger travel patterns based on interviews with bus drivers and riders on vehicles; and,

- Changes in travel attitudes and perceptions based on rider and non-rider interviews at destination points.

Surveys of innovative or special services should be done one day per week over a four-week period, and repeated every three months.

Counts of riders entering and leaving the major stations and terminals should be undertaken on an annual basis and as principal components of the transit development plan are implemented. These should be tied to selective maximum-load point checks on bus routes to: (a) identify effectiveness of improvements; and, (b) to scale services to actual needs.

Communities should be given amply opportunities to respond to major service and fare changes, to suggest new route developments, and identify special service needs. Two-way communication is essential to inform public representatives of the costs of bus operation and to focus their thinking on major potentials rather than individual specialized travel desires.

As a part of general operations monitoring, the impacts of the marketing program should be noted in terms of ridership, revenues and community attitudes.

Evaluation of system performance with identified performance criteria will establish the effectiveness of both service alternatives and marketing efforts. The performance and monitoring activities will reflect changing priorities and values necessary for a progressive and responsive transit service.

Marketing - County Vs. Statewide

The Division of Commuter Services of the Department of Transportation took initial steps to establish the proposed Bureau of Analysis and Marketing and several new staff assignments were made. The Bureau has been functioning in analysis of both bus and rail problems, but has not made progress in the area of a detailed marketing program on either a statewide or area basis. The Division of Commuter Services has been hard-pressed during the past year to keep up with the subsidy programs

for both rail and bus service and has not been able to undertake new areas of responsibility.

If a marketing program is to be developed on a local basis in Atlantic County, it would appear that local involvement will be required to maintain appropriate local interest in terms of both manpower and financial support. This suggests a joint effort between the Division of Commuter Services and a local advisory group such as a transit coordinating committee to oversee the administration of a marketing program.

Capital Improvements

The successful implementation of the operation plan outlined in this report is dependent upon incorporating major improvements in the capital facilities of the Atlantic County bus system. An important component of the capital improvement program will be the revitalization of the existing bus fleet by the New Jersey Department of Transportation and supplementary new bus purchases outlined within this chapter. The New Jersey Department of Transportation has established a target vehicle retirement age of 12 years or older under the 1975 bus purchase program, on which delivery began in April, 1976.

Additional capital improvements which are proposed herein will include alternative maintenance facility and equipment options, general upgrading of the identification and marking of bus stop locations, the provision of shelters at heavily patronized locations in the Corridor, and the development of a package of passenger amenities which should stimulate greater use of the bus transit network. Incorporation of these suggested capital improvements will be important to successful achievement of the proposed operations plans.

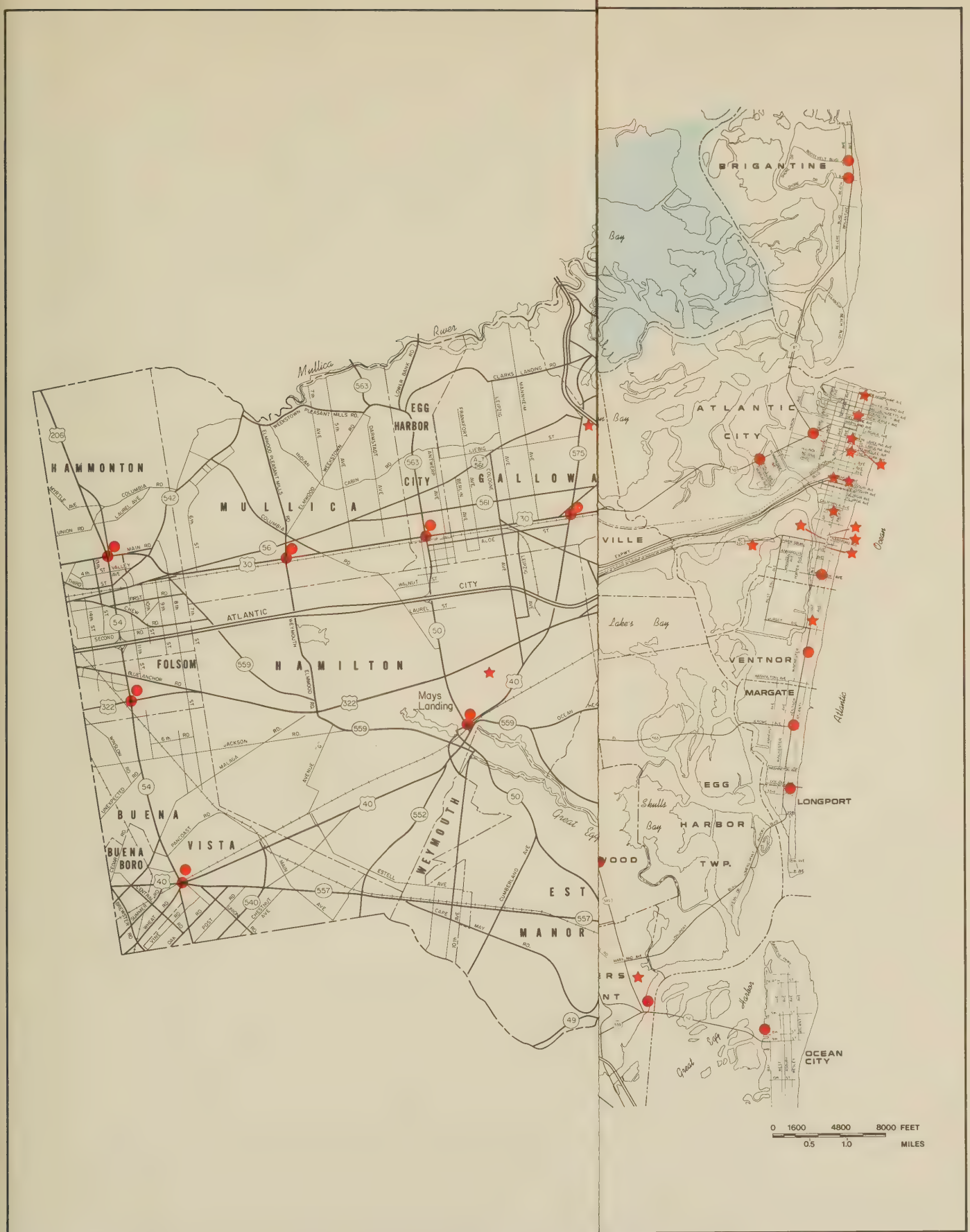
Bus Shelters - Bus shelters have been proposed at 20 locations as shown in Figure 21. An additional 30 locations are also proposed for consideration of shelter locations, with a generous distribution of these in rural portions of the county at locations where the rural service and the intercity or urban service interface. Tables 42 and 43 set forth the locations depicted in the figure and provide more precise locations for the installation.

Preliminary analysis of Atlantic City Transportation Company rolling stock and equipment indicates an estimated value of approximately $328,900[3] which would be the cost for acquisition of the bus company by the County as presented in the five-year capital cost program, Table 44. This figure is approximate and is given to establish an order-of-magnitude estimate of cost of the acquisition option for the year 1977. A detailed appraisal would include an appraised value for each piece of equipment as well as an evaluation of such factors as pension funds, prepaid insurance, prepaid taxes, and similar items. Such an appraisal would be necessary in filing application to UMTA for a capital grant.

Assuming that Atlantic City Transportation Company would retain its present garage and property, the new owner (the County) would store and maintain the buses at a more central location. Alternatives for garage facilities would include:

(1) Modification of the existing inter-city maintenance building adjacent to the TNJ bus terminal at Arctic and Arkansas;

(3) This approximate acquisition figure includes the spare parts inventory and non-revenue equipment. It does not include the real estate, which the Company plans to retain and develop for other purposes.



·LEGEND·

★ Original List (20)

● Supplemental List (30)

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FIGURE 21

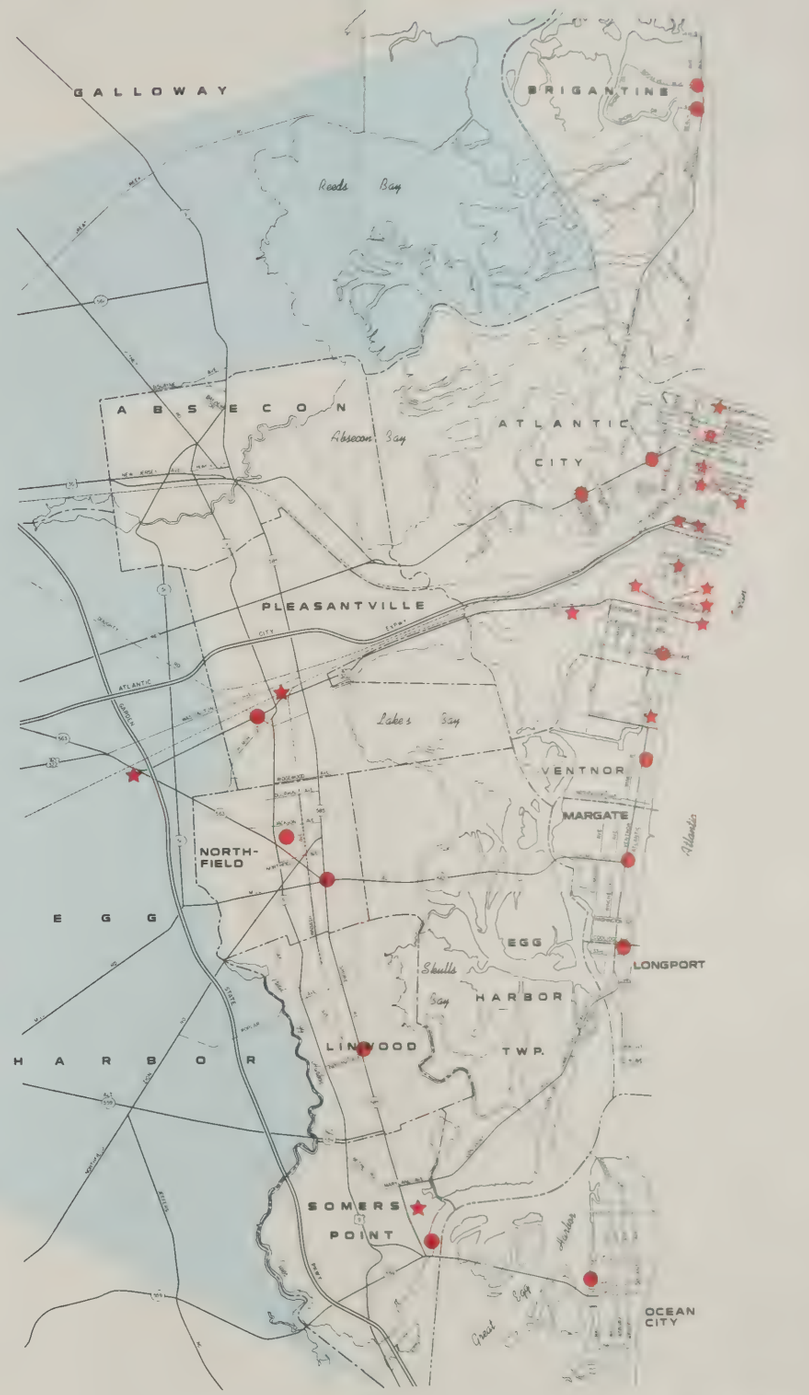
Bus Shelters - Bus shelters have been proposed at 20 locations as shown in Figure 21. An additional 30 locations are also proposed for consideration of shelter locations, with a generous distribution of these in rural portions of the county at locations where the rural service and the intercity or urban service interface. Tables 42 and 43 set forth the locations depicted in the figure and provide more precise locations for the installation.

Preliminary analysis of Atlantic City Transportation Company rolling stock and equipment indicates an estimated value of approximately $328,900[3] which would be the cost for acquisition of the bus company by the County as presented in the five-year capital cost program, Table 44. This figure is approximate and is given to establish an order-of-magnitude estimate of cost of the acquisition option for the year 1977. A detailed appraisal would include an appraised value for each piece of equipment as well as an evaluation of such factors as pension funds, prepaid insurance, prepaid taxes, and similar items. Such an appraisal would be necessary in filing application to UMTA for a capital grant.

Assuming that Atlantic City Transportation Company would retain its present garage and property, the new owner (the County) would store and maintain the buses at a more central location. Alternatives for garage facilities would include:

(1) Modification of the existing inter-city maintenance building adjacent to the TNJ bus terminal at Arctic and Arkansas;

(3) This approximate acquisition figure includes the spare parts inventory and non-revenue equipment. It does not include the real estate, which the Company plans to retain and develop for other purposes.

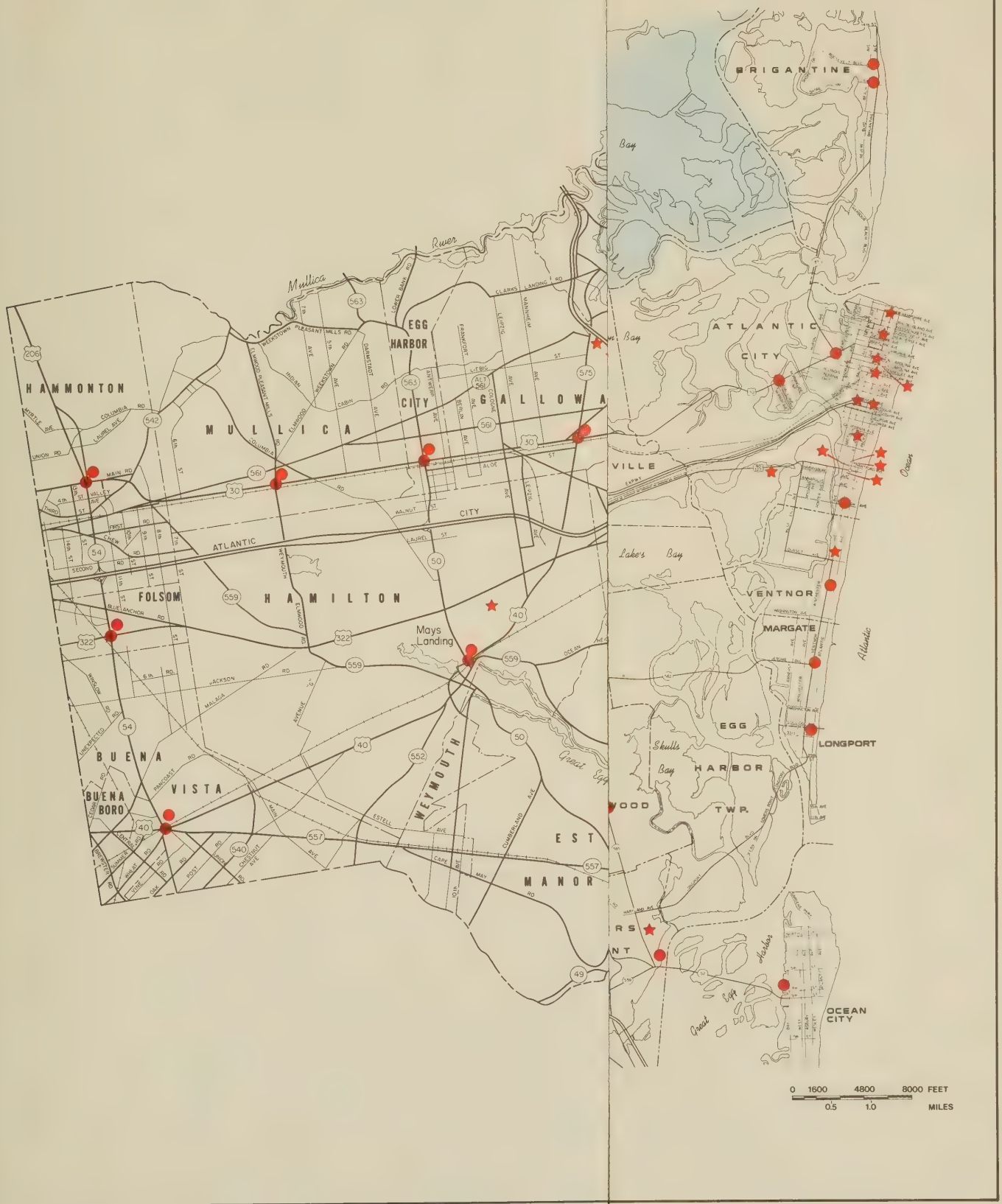


·LEGEND·
- Original List (20)
- Supplemental List (30)

PROPOSED BUS SHELTER LOCATIONS
ATLANTIC COUNTY AND OCEAN CITY
ATLANTIC COUNTY PUBLIC TRANSPORTATION STUDY

Wilbur Smith and Associates

FIGURE 21

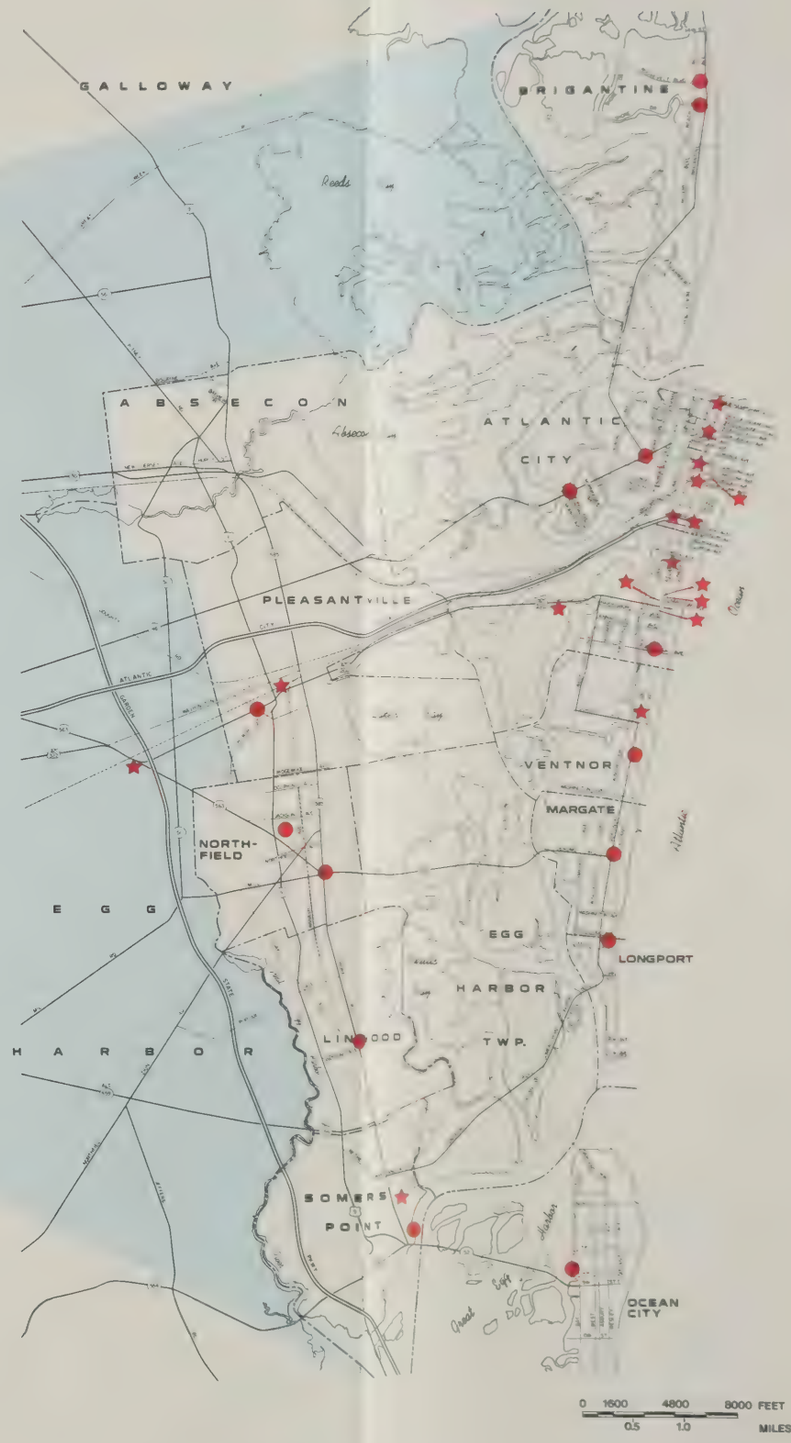


·LEGEND·

- Original List (20)
- Supplemental List (30)

Wilbur Smith and Associates

FIGURE 21



·LEGEND·
★ Original List (20)
● Supplemental List (30)

PROPOSED BUS SHELTER LOCATIONS
ATLANTIC COUNTY AND OCEAN CITY
ATLANTIC COUNTY PUBLIC TRANSPORTATION STUDY

Wilbur Smith and Associates

FIGURE 21

Table 42

SUPPLEMENTAL BUS SHELTER LOCATIONS

LOCATION	DIRECTION	JUSTIFICATION
Brigantine Avenue at 6th Street, Brigantine	Southbound or Westbound	G
Brigantine Avenue at Roosevelt Blvd., Brigantine	Southbound or Westbound	G
9th Street at Bay Avenue, Ocean City	Northbound	LP
Somers Point Circle, Somers Point	Northbound	LP
Shore Road at Patcong Avenue, Linwood	Northbound	LP
Shore Road at Mill Road, Northfield	Northbound	LP
New Road at Tilton Road, Northfield	Northbound	LP
U.S. 40 at Doughty Road, Pleasantville	Eastbound	LP
Ventnor Avenue at Coolidge, Longport	Eastbound	LP
Ventnor Avenue at Jerome Avenue, Margate	Eastbound	LP
Ventnor Avenue at Wyoming Avenue, Ventnor	Eastbound	LP
Ventnor Avenue at Raleigh Avenue, Atlantic City	Eastbound	LP
U.S. Route 40 at N.J. 54, Buena Vista	Eastbound	T
U.S. Route 40 at N.J. 54, Buena Vista	Westbound	T
U.S. Route 322 at N.J. 54, Folsom	Eastbound	T

(continued)

Table 42 (Cont.)

LOCATION	DIRECTION	JUSTIFICATION
U.S. Route 322 at N.J. 54, Folsom	Westbound	T
U.S. Route 30 at N.J. 54, Hammonton	Eastbound	T
U.S. Route 30 at N.J. 54, Hammonton	Westbound	T
U.S. Route 30 at Pleasant Mills-Weymouth Road, Mullica	Eastbound	T
U.S. Route 30 at Pleasant Mills, Weymouth Road, Mullica	Westbound	T
U.S. Route 30 at County Rd. 563, Egg Harbor City	Eastbound	T
U.S. Route 30 at County Rd. 563, Egg Harbor City	Westbound	T
U.S. Route 40 at N.J. 50, Mays Landing	Eastbound	T
U.S. Route 40 at N.J. 50, Mays Landing	Westbound	T
U.S. Route 40 at County Rd. 575, Egg Harbor Twp.	Eastbound	LP
U.S. Route 30 at County Rd. 575, Galloway Twp.	Eastbound	T
U.S. Route 30 at County Rd. 575, Galloway Twp.	Westbound	T
U.S. Route 9 at County Rd. 585, Absecon	Southbound	LP
U.S. Route 30 at Morningside Ave., Atlantic City	Eastbound	LP
U.S. Route 30 at Brigantine Blvd., Atlantic City	Eastbound	LP

Legend: LP - Load Point; T = Transfer; G = Generator

Table 43

HIGH PRIORITY BUS SHELTER LOCATIONS

PRIORITY	LOCATION - DIRECTION	JUSTIFICATION
1	Atlantic Avenue at South Carolina - Outbound	LP, T
2	Atlantic Avenue at New York Avenue - Outbound	LP
3	Atlantic Avenue at South Carolina - Inbound	LP, T
4	Atlantic Avenue between Arkansas and Missouri - Outbound	LP
5	Atlantic Avenue at New Hampshire - Outbound	LP
6	Albany Avenue Blvd. at Circle - Outbound	T
7	Atlantic Avenue at Hartford - Inbound	LP, T
8	Albany Avenue Blvd. at Spencer Gift - Inbound	LP, G
9	Pleasantville Terminal East-West Jersey Avenue - Inbound	LP, T, G
10	Shore Mall at Searstown-Inbound	T, G
11	Betty Bacharach Center and A.C. Medical Center - Inbound	G
12	Stockton State College - Inbound	G
13	Atlantic Community College - Inbound	G
14	Arkansas Avenue at Baltic Avenue - Outbound	LP, T
15	Atlantic Avenue at Congress - Outbound	LP
16	Atlantic Avenue between Iowa and Stenton - Outbound	LP

(continued)

Table 43 (Cont.)

PRIORITY	LOCATION - DIRECTION	JUSTIFICATION
17	Atlantic Avenue at Hartford - Outbound	LP, T
18	Ventnor Avenue between Albany and Trenton - Outbound	LP, T
19	Ventnor Avenue at Dorset Avenue - Outbound	T
20	Shore Road and New York Avenue - Somers Point - Inbound	G

Outbound - Downbeach or off shore.
Inbound - Toward Atlantic City Inlet

LP - Load Point
T - Transfer Point
G - Generator

Table 44

FIVE YEAR CAPITAL IMPROVEMENT PROGRAM STAGED BY CALENDAR YEAR

ITEM	1977	1978	1979	1980	1981	TOTAL
Acquire Operating Fleet and Equipment of Atlantic City Transportation Company	$ 278,900 (1)					$ 278,900
New Tires to Replace Leased Tires	50,000 (2)					50,000
New Facilities and Equipment	$ 328,900					
Construction of Terminal Garage/Office Complex (25,000 sq. ft. @ $26.00)		650,000 (3)				650,000
Shop Equipment		379,720				379,720
Service Vehicles	17,000		35,000		8,000	60,000
15 New 45-Passenger Buses		350,000	350,000	350,000		1,050,000
10 New 31-35 Passenger Buses	300,000	300,000				600,000
80 Two-Way Radio Sets	20,000	20,000	20,000	12,000		72,000
Base Station	3,000					3,000
Fare Collection and Counting Equipment	15,000	63,000	63,000			141,000
Office and Administrative Equipment		14,175				14,175
General Furnishings for Mechanic's Lounge and Driver Ready Room		14,655				14,655
200 Ft. Lighted and Painted Radio Tower	7,500					7,500
150 Bus Stop Signs @ $50 Ea.			2,500	2,500	2,500	7,500
50 Bus Stop Shelters	25,000	25,000	25,000	25,000	25,000	125,000
Paving and Lighting Bus Parking Area (30,000 Sq. Ft. @ $3.75)		112,500				112,500
Traffic Signal Pre-emption					25,000	25,000
Miscellaneous Furnishings	3,800					3,800
TOTAL	$ 720,200	$1,929,050	$ 495,500	$ 389,500	$ 60,500	$3,594,750

(1) Does not constitute appraised value.
(2) If leased, option is not renewed.
(3) Does not include land cost.

(2) Building a new garage at the Arctic-Arkansas location; or,

(3) Building or leasing a facility at a new location.

For purposes of projecting possible costs of capital improvements, a budget of $3,600,000 has been estimated for the five-year development plan. In addition to acquiring ACTC assets, it would include:

(1) Estimated costs of construction of a new garage and office complex;

(2) Purchase of new buses;

(3) New service vehicles;

(4) Miscellaneous equipment.

The addition of 20 new buses to be provided by the State Department of Transportation under the State's present bus purchase program, however, would cut approximately $1,600,000 from the projected costs, representing a net projected cost of $2 million for the five-year development program.

The New Jersey 1975 Bus Purchase Program - The New Jersey Department of Transportation has purchased 779 new buses and will allocate them statewide to nearly all bus companies. Proposed allocations to Atlantic County operations indicate 20 new buses are scheduled for 1976 delivery.

Buses allocated under this program will replace equipment 12 years of age or older and would be leased to selected bus companies for $1.00 a year, with priorities for assignment to the operators based on age and condition, operational performance, and ridership levels of the individual fleets of the carriers.

It is assumed that 80 per cent of the projected $2 million cost of capital improvements would be paid by UMTA Section 3 funds, leaving 20 per cent, or $400,000, to be paid by the County. This would represent an average cost of $80,000 annually for the five-year program.

This estimated budget does not include the cost of land for the new garage facility because land presently in public ownership may be available. Moreover, if the State acquires the assets of TNJ, economies may be possible in joint maintenance of vehicles (i.e., both TNJ and Atlantic County buses could be maintained in the same garage).

APPENDIX

Appendix Figure A5-1

Wilbur Smith and Associates

EMPLOYEE SURVEY

(For Employees and Students)

№ 1 689

SAMPLE NO. (1-5)

OFFICE USE ONLY, PLEASE

YOUR AID IS NEEDED TO PLAN A BETTER PUBLIC TRANSPORTATION SYSTEM FOR ATLANTIC COUNTY AND OCEAN CITY.

Five minutes of your time will help the Atlantic County Public Transportation Study to plan a public transportation system which will take passengers where they want to go, when they want to go there, economically.

Please complete this form and return it as soon as practicable to your supervisor, personnel office, or other designated person. Do not sign the form.

Thank you for your assistance in this important project.

LOCATION

01 (6-7)

1. Where do you live?
   TILTON AVENUE – TILTON ROAD
   (Street and nearest major cross street)
   NORTHFIELD 08225
   (City, Town, or Township) (Zip Code)

14 (8-9)

2. How did you get to work or school today? (Please circle each means of transport used, **more than one if necessary.**)
   a. Walked (5 minutes or more)
   b. Bicycle
   c. Bus (what route?) _____
   d. Train (where boarded?) _____
   (e.) Drove car
   f. Car passenger
   g. Taxicab
   h. Motorcycle, motor scooter, etc.

a
b
c
d
e 1
f
g
h (10-20)

3. What are your normal working or school hours?
   8:00 A.M. (X) to 4:30 A.M. ( )
   P.M. ( ) P.M. (X)

0800 (21-24)
1630 (25-28)

4. How many cars are owned or otherwise available (e.g. long-term lease) in your household? (Please circle correct answer.)
   None (0) 1 2 (3 or more)

3 (29)

5. Are any of these considered "your" car for personal use at all times? (Please circle correct answer.)
   (1. Yes) 2. No

1 (30)

6. Will you leave (or have you left) this building or location during the day today? (Please circle all correct answers, **more than one if necessary.**)
   a. Yes, but only walking trips of one or two blocks.
   b. Yes, sales or service trips as part of job.
   c. Yes, Shopping.
   d. Yes, lunch or other meal.
   (e.) Yes, other personal business or errand.
   f. No, stayed in all day.

a
b
c
d
e 1
f (31-36)

7. To what statistical population group do you belong? (Please circle correct answers.)
   (1.) Male
   2. Female
   3. C (under 18)
   (4.) Y (18-35)
   5. M (36-54)
   6. S (55 or over)

(37-38)
1 4

FORM A
4/28/76

Appendix Figure A5-2

Wilbur Smith and Associates

PUBLIC TRANSPORTATION ATTITUDE SURVEY

№ 2 169

SAMPLE NO. (1-5)

OFFICE USE ONLY, PLEASE

LOCATION 01 (6-7)

YOUR AID IS NEEDED TO PLAN A BETTER PUBLIC TRANSPORTATION SYSTEM FOR ATLANTIC COUNTY AND OCEAN CITY.

Five minutes of your time will help the Atlantic County Public Transportation Study to plan a public transportation system which will take passengers where they want to go, when they want to go there, economically.

Please complete this form and return it as soon as practicable to your supervisor, personnel office, or other designated person. Do not sign the form.

Thank you for your assistance in this important project.

01 (8-9)

1. Where do you live?
215 TREMONT AVE. & SHORE ROAD
(Street and nearest major cross street)
ABSECON 08201
(City, Town, or Township) (Zip Code)

2. How did you get to work or school today? (Please circle each means of transport used, **more than one if necessary.**)
   a. Walked (5 minutes or more)
   b. Bicycle
   c. Bus (what route?) _____
   d. Jitney
   e. Drove car
   f. Car passenger
   g. Taxicab
   h. Motorcycle, motor scooter, etc.

a ☐ b ☐ c ☐☐☐ d ☐☐ e 1 f ☐ g ☐ h ☐ (10-20)

3. What are your normal working or school hours?
8:00 A.M. (✓) P.M. ( ) to 4:30 A.M. ( ) P.M. (✓)

0800 (21-24) 1630 (25-28)

4. How many cars are owned or otherwise available (e.g. long-term lease) in your household? (Please circle correct answer.)
None (0) 1 (2) 3 or more

2 (29)

5. Are any of these considered "your" car for personal use at all times? (Please circle correct answer.)
(1. Yes) 2. No

1 (30)

6. Will you leave (or have you left) this building or location during the day today? (Please circle all correct answers, **more than one if necessary.**)
   a. Yes, but only walking trips of one or two blocks.
   b. Yes, sales or service trips as part of job.
   c. Yes, Shopping.
   d. Yes, lunch or other meal.
   e. Yes, other personal business or errand.
   f. No, stayed in all day.

a ☐ b ☐ c 1 d 1 e 1 f ☐ (31-36)

7. To what statistical population group do you belong? (Please circle correct answers.)
   (1) Male
   2. Female
   3. C (under 18)
   (4) Y (18-35)
   5. M (36-54)
   6. S (55 or over)

(37-38) 14

PLEASE FILL OUT BOTH SIDES OF FORM.

8. What is the longest distance or time you would walk to a bus stop? (Please circle correct answer.)

(1) 2 city blocks or less
2. Over 2 blocks but under 5 minutes
3. 5 to 10 minutes
4. Over 10 minutes

1 (39)

9. How long would you wait for a bus at a bus stop? (Please circle correct answer.)

1. Under 20 minutes
(2) 5 to 10 minutes
3. 10 to 15 minutes
4. Over 15 minutes

2 (40)

10. What is the longest door-to-door time you would accept for travel to work or school? (Please circle correct answer.)

(1) Under 20 minutes
2. 20 to 30 minutes
3. 30 to 40 minutes
4. Over 40 minutes

1 (41)

11. What is the longest time difference between car and bus travel that you would accept (Please circle correct answer.)

1. Bus must be faster than car.
(2) Bus can take 5 minutes longer
3. Bus can take 10 minutes longer
4. Bus can take 15 minutes longer
5. Bus can take 20 minutes longer
6. Bus can take 30 minutes longer
7. Bus can take over 30 minutes longer

2 (42)

12. What is the highest one-way fare you would pay? (Please circle correct answer.)

(1) 25 cents
2. 35 cents
3. 50 cents
4. 75 cents
5. $1.00
6. Over $1.00
7. Would ride only if bus were free

1 (43)

13. Would you take the bus in bad weather if there were no shelter at the bus stop? (Please circle correct answer.)

(1) Yes
2. No

1 (44)

14. Would you take the bus if you had to stand for 5 to 10 minutes on each trip? (Please circle correct answer.)

1. Yes
(2) No

2 (45)

15. How often or under what circumstances would you travel to work or school by bus, if a service meeting your requirements could be provided? (Please circle all correct answers, **more than one if necessary.**)

a. Every day, in preference to driving.
(b) Only when car being tuned or repaired.
c. Only when carpool driver sick or late.
(d) Only if gasoline cost $1.00 or more per gallon.
e. Only if gasoline rationed to 10 gallons per week per driver.
f. Only if parking cost increased by over $1.00 per day from present levels.
(g) Only if bus ride were free and parking cost increased.

a
b 1
c
d 1
e
f
g 1 (46-52)

END. THANK YOU VERY MUCH FOR YOUR HELP.

FORM B
4/28/76

Appendix Figure A5-3

Wilbur Smith and Associates

MAJOR GENERATION VISITOR SURVEY

SAMPLE NUMBER (1-5)

OFFICE USE ONLY, PLEASE

Interview Location _____ (6)

Date _____ Time _____ Interviewer _____ (7-9), (10-12), (13-14)

Population Category (Interviewer circle correct number) (15-16)

1. Male
2. Female
3. C (Under 18)
4. Y(18-35)
5. M (36-54)
6. S (55 or over)

1. What is the purpose of your visit to this location today? (Check correct answer.) (17)

____ 1. Work here
____ 2. Employer business
____ 3. Shopping, eat meal
____ 4. School
____ 5. Personal business (e.g. bank, doctor's appointment)
____ 6. Recreation, social

IF RESPONDENT WORKS HERE, TERMINATE INTERVIEW, AS HE OR SHE WILL BE SAMPLED BY ANOTHER SURVEY

2. Where do you live? (18-19) ☐☐

_____
(Street and nearest major cross street)

_____
(City, Town, or Township) (Zip Code)

3. How many cars are owned or otherwise available (e.g. long-term lease) in your household? (Check correct answer.) (20)

____ 0. None
____ 1. One
____ 2. Two
____ 3. Three or more

4. Are any of these considered "your" car for personal use at all times? (Check correct answer.) (21)

____ 1. Yes
____ 2. No

5. When did you first arrive at this location today? (22-25)

_____ A.M. _____ P.M.

6. How did you travel to this location today? (Check **all** correct answers, **more than one if necessary**.

a ☐
b ☐☐
c ☐☐
d ☐
e ☐
f ☐
g ☐ (26-34)

____ a. Walk or Bicycle
____ b. Bus (what line) _____
____ c. Train (where boarded) _____
____ d. Drove car
____ e. Car passenger
____ f. Taxicab
____ g. Motorcycle, motor scooter, etc.

7. When will you leave this location today? (35-38)

_____ A.M. _____ P.M.

8. How often do you normally make this trip? (39)

____ 1. 4-6 round trips per week
____ 2. 1-3 round trips per week
____ 3. 1-4 round trips per month
____ 4. Less than one round trip per month

FORM C
4/28/76

Appendix Figure A5-4

ATLANTIC COUNTY

Questionnaire on Transportation Services

1. Do members of your household have an automobile available for travel in Atlantic County?

   For all travel needs 1

   For some trips _____

   Not available for any trips _____

2. Do members of your household normally use public transportation for any trips in Atlantic County?

   YES _____ NO 1

   If YES:

Day of Week	Bus, Jitney, Van, or Taxi	From	To	Time	How Often?	Purpose

3. Do you need transportation assistance to make trips in Atlantic County?

   YES _____ NO 1

   a. If NO, do not answer questions below.

   b. If YES, please answer the following:

4. List below the trips members of the household need to make, but have no transportation available:

Day of Week	From	To	Time	How Often?	Purpose

5. List below the trips members of your household would like to make, if transportation service could be made available.

Day of Week	From	To	Time	How Often?	Purpose

6. What is the highest one-way fare you could afford to pay?

   (Circle one) .25 .35 .50 .75 $1.00 0 Would ride only if free

HOUSEHOLD INFORMATION

Address: Nearest intersection or crossroads _____

Zip Code 08215

Number of persons in household - 5

Sex and age:

Male	Female
52	51
	25
	4
	1

Household annual income: $ 244.00 Monthly

under $1,000 _____
$1,000-2,000 _____
$2,000-3,000 _____
$3,000-4,000 _____
$4,000-5,000 _____
$5,000-6,000 _____
$6,000-7,000 _____
Above _____

Number of Autos Available in household:

0 _____ 1 1 2 _____ 3 or more _____

Case No. _____ Completed by _____ Date 3-29-74

Appendix Table A5-1

ORIGIN CODE SUMMARY

Atlantic County Transportation Study

ORIGIN CODE	
01	Absecon City
02	Atlantic City
03	Brigantine City
04	Buena Vista
	Buena Borough
	Folsem Borough
05	Corbin City
	Estell Manor
	Esterville
	Gibsons Landing
	Head of River
	Hunters Mill
	Stephen Lake
	Walkers Force
	Weymouth
	Belcoville
06	Egg Harbor
	Bargaintown
	English Green Landing
	Scullville
	Stillman
	Tufts Landing
07	Egg Harbor City
	Galloway
	Absecon Highlands
	Clarks Landing
	Cologne
	Convortown
	Hilbertown
	Johnstown
	Leeds Point
	Oceanville
	Oter Point
	Smithville
	Gloucester Furnace
	Port Republic
08	Hamilton
	Catawba
	Clarkstown
	Emmelville
	Gravelly Run
	Makee City
	Mays Landing
	Thompsontown
	Weymouth
09	Hammonton
	Rockwood
	Rosedale
10	Linwood City
11	Longport Boro
12	Margate City
13	Mulica
	Pleasnat Mills
	Sweetwater
	Weekstown
	Wescortville
	West Egg Harbor
14	Northfield City
15	Pleasantville City
16	Somers Point City
17	Ventnor City
18	Burlington County
19	Camden County
20	Cape May County
	Ocean City
21	Cumberland County
22	Gloucester County
23	Other

Appendix Table A5-2

ATTITUDES BY TRAVEL MODE
ATLANTIC COUNTY MAJOR EMPLOYER SURVEY
Atlantic County Public Transportation Study

QUESTION	RESPONSE	PUBLIC TRANSIT		AUTO DRIVER		AUTO PASSENGER		OTHER		TOTAL	
		Number	Per Cent	Number	Per Cent	Number	Per Cent	Number	Per Cent	Number	Per Cent
#8. What is the longest distance you would walk to a bus stop?	2 blocks or less*	25	5	134	24	37	7	7	1	203	37
	2+ blocks less 5 Min.	7	1	104	19	36	6	15	3	162	29
	5-10 Min.	7	1	63	11	27	5	2	1	99	18
	Over 10 Min.	7	1	62	11	20	4	2	-	91	16
	Total	46	8	363	65	120	22	26	5	555	100
#9. How long would you wait for a bus at a bus stop?	Under 20 Min.	5	1	38	6	15	3	3	1	61	11
	5-10 Min.*	20	4	164	30	52	9	11	2	247	45
	10-15 Min.	13	2	102	18	33	6	6	1	154	27
	Over 15 Min.	8	1	59	11	20	4	6	1	93	17
	Total	46	8	363	65	120	22	26	5	555	100
#10 What is the longest doot-to-door work travel time accepted?	Under 20 Min.	19	3	142	26	34	6	13	2	208	37
	20-30 Min.	14	3	141	25	51	9	9	2	215	39
	30-40 Min.	12	2	62	11	30	6	3	1	107	20
	Over 40 Min.	1	--	18	3	5	1	1	-	25	4
	Total	46	8	363	65	120	22	26	5	555	100
#11 What is the longest time difference between car and bus you would accept?	Bus Faster than Car	4	1	49	9	19	3	5	1	77	14
	Bus 5 Min. Longer	14	2	73	14	19	3	5	1	111	20
	Bus 10 Min. Longer	8	1	110	20	37	7	5	1	160	29
	Bus 15 Min. Longer	13	2	81	14	29	6	5	1	128	23
	Bus 20 Min. Longer	4	1	26	4	11	2	5	1	46	8
	Bus 30 Min. Longer	--	-	9	2	2	-	1	-	12	2
	Bus Over 30 Min. Longer	3	1	15	2	3	1	-	-	21	4
	Total	46	8	363	65	120	22	26	5	555	100
#12 What is the highest one-way fare you would pay?	25 Cents	4	1	89	16	17	3	1	-	111	20
	35 Cents	24	4	106	20	41	7	17	3	188	34
	50 Cents	11	2	101	18	38	7	4	1	154	28
	75 Cents	6	1	18	3	17	3	3	1	44	8
	$1.00	--	-	18	3	2	1	-	-	20	4
	Over $1.00	1	-	7	1	3	1	1	-	12	2
	Free	-	-	24	4	2	-	-	-	26	4
	Total	46	8	363	65	120	22	26	5	555	100
#13 Would you take the bus in bad weather with no bus shelter?	Yes	30	5	144	26	46	8	13	3	233	42
	No	16	3	219	39	66	12	11	2	312	56
						8	2	2	-	10	2
	Total	46	8	363	65	120	22	26	5	555	100
#14 Would you take the bus if you had to stand?	Yes	41	7	214	39	83	15	16	3	354	64
	No	5	1	149	26	37	7	10	2	201	36
	Total	46	8	363	65	120	22	26	5	555	100
#15 How often or under what circumstances would you travel to work if service is provided?	Everyday, rather than drive	35	5	120	15	57	7	20	3	232	30
	Car tune-up or repair	4	1	168	21	28	4	6	1	206	26
	Carpool Driver Sick	6	1	15	2	30	4	1	-	52	7
	Gas $1.00+/Gal.	2	-	117	16	19	2	1	-	139	18
	Ration 10/Gal./Week	1	-	83	11	13	2	3	-	100	13
	Parking Inc. $1.00	-	-	17	2	1	-	-	-	18	2
	Bus Free and Parking Cost Inc.	2	-	26	3	5	1	1	-	34	4
	Total	50	7	546	70	153	20	32	4	781	100

Appendix Table A5-3

EMPLOYEE ATTITUDE SURVEY SUMMARY
ATLANTIC COUNTY MAJOR EMPLOYER SURVEY
Atlantic County Public Transportation Study

	HOW LONG WOULD YOU WAIT FOR A BUS AT A BUS STOP?								
	Under 20 Min.		5-10 Min.		10-15 Min.		Over 15 Min.		
EMPLOYER	No.	Per Cent	No.	Per Cent	No.	Per Cent	No.	Per Cent	Total
Atlantic City Electric Co.	4	7	28	50	17	30	8	14	57
Holiday Inn	3	15	6	30	8	40	3	15	20
Lenox China	21	15	59	26	39	17	25	17	144
Prudential	16	10	71	46	43	28	26	17	156
Sears	2	12	9	53	5	29	1	6	17
Shulton	3	18	4	24	3	18	2	12	12
Spencer Gifts	5	7	34	46	23	31	12	16	74
The Press of Atlantic City	1	12	4	51	2	25	1	12	8
Whitehall Laboratories	2	6	18	50	10	27	6	17	36
TOTAL	57	11	233	44	150	29	84	16	524

(continued)

Appendix Table A5-3 (Cont.)

EMPLOYER	WHAT IS THE LONGEST DOOR TO DOOR TIME YOU WOULD ACCEPT FOR TRAVEL TO WORK OR SCHOOL?								
	Under 20 Min.		20-30 Min.		30-40 Min.		Over 40 Min.		
	No.	Per Cent	No.	Per Cent	No.	Per Cent	No.	Per Cent	Total
Atlantic City Electric Co.	26	46	17	30	12	21	2	4	57
Holiday Inn	10	50	6	30	4	20	--	--	20
Lenox China	41	29	67	47	31	22	5	4	144
Prudential	15	10	71	46	44	28	26	17	156
Sears	7	41	6	35	4	24	--	--	17
Shulton	3	25	6	50	2	17	1	8	12
Spencer Gifts	26	35	31	42	15	20	2	3	74
The Press of Atlantic City	1	12	4	51	1	12	2	25	8
Whitehall Laboratories	22	61	9	25	3	8	2	6	36
TOTAL	151	29	217	41	116	22	40	8	524

(continued)

Appendix Table A5-3 (Cont.)

EMPLOYER	WHAT IS THE LONGEST TIME DIFFERENCE BETWEEN CAR AND BUS TRAVEL THAT YOU WOULD ACCEPT? Faster Than A Car No.	Per Cent	Bus-5 Min. Longer No.	Per Cent	Bus-10 Min. Longer No.	Per Cent	Bus-15 Min. Longer No.	Per Cent	Bus-20 Min. Longer No.	Per Cent	Bus-30 Min. Longer No.	Per Cent	Bus-Over 30 Min. No.	Per Cent	Total
Atlantic City Electric Co.	5	9	16	28	15	26	17	30	3	5	1	2	--	--	57
Holiday Inn	4	20	8	40	4	20	2	10	--	--	2	10	--	--	20
Lenox China	17	12	19	13	46	32	33	23	17	12	7	5	5	4	144
Prudential	19	12	45	29	48	31	25	16	10	6	2	1	7	5	156
Sears	--	--	2	12	8	47	5	29	2	12	--	--	--	--	17
Shulton	--	--	--	--	2	17	7	58	1	8	--	--	2	17	12
Spencer Gifts	13	18	12	16	20	27	20	27	5	7	1	1	3	4	74
The Press of Atlantic City	1	13	--	--	3	37	2	24	--	--	1	13	1	13	8
Whitehall Laboratories	9	25	7	19	12	33	6	17	--	--	--	--	2	6	36
TOTAL	68	13	109	21	158	30	117	22	38	7	14	3	20	4	524

(continued)

Appendix Table A5-3 (Cont.)

EMPLOYER	WHAT IS THE LONGEST DISTANCE YOU WOULD WALK TO A BUS STOP? 2 City Blocks or Less No.	Per Cent	Over 2 Blocks But Under 5 Min. No.	Per Cent	5-10 Min. No.	Per Cent	Over 10 Min. No.	Per Cent	Total
Atlantic City Electric Co.	22	38	15	26	18	32	2	4	57
Holiday Inn	12	60	2	10	3	15	3	15	20
Lenox China	49	34	38	26	32	22	25	17	144
Prudential	51	33	52	33	24	15	29	19	156
Sears	7	41	7	41	--	0	3	18	17
Shulton	3	25	5	42	1	8	3	25	12
Spencer Gifts	31	42	15	20	16	22	12	16	74
The Press of Atlantic City	3	38	4	50	--	0	1	12	8
Whitehall Laboratories	7	19	13	36	11	31	5	14	36
TOTAL	185	35	151	29	105	20	83	16	524

(continued)

Appendix Table A5-3 (Cont.)

EMPLOYER	WHAT IS THE HIGHEST ONE-WAY FARE YOU WOULD PAY? $.25 No.	$.25 Per Cent	$.35 No.	$.35 Per Cent	$.50 No.	$.50 Per Cent	$.75 No.	$.75 Per Cent	$1.00 No.	$1.00 Per Cent	Over $1.00 No.	Over $1.00 Per Cent	Free No.	Free Per Cent	Total
Atlantic City Electric Co.	10	18	16	28	21	37	4	7	1	2	3	5	2	4	57
Holiday Inn	4	20	11	55	3	15	--	--	--	--	1	5	1	5	20
Lenox China	29	20	36	25	53	37	11	8	7	5	1	1	7	5	144
Prudential	38	24	56	36	38	24	5	3	10	6	1	1	8	5	156
Sears	4	24	7	41	4	24	--	--	2	12	--	--	--	--	17
Shulton	1	8	1	8	2	17	8	67	--	--	--	--	--	--	12
Spencer Gifts	5	7	37	50	21	28	6	8	--	--	3	4	2	3	74
The Press of Atlantic City	1	13	6	74	1	13	--	--	--	--	--	--	--	--	8
Whitehall Laboratories	14	39	4	11	8	22	3	8	1	3	2	6	4	11	36
TOTAL	106	20	174	33	151	29	37	7	21	4	11	2	24	5	524

(continued)

Appendix Table A5-3 (Cont.)

EMPLOYER	WOULD YOU TAKE THE BUS IN BAD WEATHER IF THERE WERE NO SHELTER AT THE BUS STOP? YES No.	YES Per Cent	NO No.	NO Per Cent	Total	WOULD YOU TAKE THE BUS IF YOU HAD TO STAND FOR 5 TO 10 MINUTES ON EACH TRIP? YES No.	YES Per Cent	NO No.	NO Per Cent	Total
Atlantic City Electric Co.	25	44	32	56	57	34	60	23	40	57
Holiday Inn	13	65	7	35	20	16	80	4	20	20
Lenox China	62	43	82	57	144	87	60	57	40	144
Prudential	44	28	112	72	156	87	56	69	44	156
Sears	5	29	12	71	17	11	65	6	35	17
Shulton	10	83	2	17	12	10	83	2	17	12
Spencer Gifts	39	53	35	47	74	53	72	21	28	74
The Press of Atlantic City	5	63	3	37	8	7	88	1	12	8
Whitehall Laboratories	12	33	24	67	36	20	56	16	44	36
TOTAL	215	41	309	59	524	325	62	199	38	524

(continued)

Appendix Table A5-3 (Cont.)

HOW OFTEN OR UNDER WHAT CIRCUMSTANCES WOULD YOU TRAVEL TO WORK OR SCHOOL BY BUS IF SERVICE MEETING YOUR REQUIREMENTS COULD BE PROVIDED?

EMPLOYER	EVERYDAY		CAR REPAIR		CARPOOL DRIVER SICK		GAS $1.00/GAL.		GAS RATION 10 GAL/WK.		PARK > $1.00/DAY		BUS FREE PARK COST UP		Total
	No.	Per Cent	No.	Per Cent	No.	Per Cent	No.	Per Cent	No.	Per Cent	No.	Per Cent	No.	Per Cent	
Atlantic City Electric Co.	20	23	24	28	6	7	18	21	14	16	2	2	3	3	87
Holiday Inn	14	52	6	23	--	--	1	4	2	7	2	7	2	7	27
Lenox China	62	32	47	25	4	2	43	22	25	13	6	3	6	3	193
Prudential	43	21	71	34	9	4	43	21	29	14	5	2	9	4	209
Sears	5	19	11	40	--	--	6	22	5	19	--	--	--	--	27
Shulton	7	32	4	18	4	18	2	9	2	9	2	9	1	5	22
Spencer Gifts	34	36	23	24	15	16	12	13	6	6	--	--	5	5	95
The Press of Atlantic City	4	30	3	21	2	14	2	14	1	7	--	--	2	14	14
Whitehall Laboratories	14	30	11	24	1	2	10	22	4	9	1	2	5	11	46
TOTAL	203	28	200	28	41	6	137	19	88	12	18	2	33	5	720 (1)

(1) Total Includes Multiple Responses.

Appendix Table A5-4

MAJOR GENERATOR VISITOR SURVEY SUMMARY
Atlantic County Public Transportation Study

		STAINTONS		SHORE MALL MAIN ENTRANCE		VENTNOR PLAZA		PANTRY PRIDE		SHORE MALL SEARS		TOTAL	
		No.	Per Cent	No.	Per Cent	No.	Per Cent	No.	Per Cent	No.	Per Cent	No.	Per Cent
Statistical Age Group													
Under 18	Male	--	--	4	2.3	--	--	--	--	2	2.0	6	1.2
	Female	3	4.2	7	4.0	1	1.5	--	--	4	4.1	15	3.0
18-35	Male	9	12.7	41	24.3	6	8.7	15	16.1	23	23.5	95	18.7
	Female	16	21.1	44	26.0	13	18.0	8	8.6	18	18.4	99	19.5
36-54	Male	4	5.6	13	7.4	6	8.7	19	20.4	10	11.2	53	10.5
	Female	24	33.8	37	21.7	11	15.9	23	24.7	23	23.5	118	23.3
55 and Over	Male	7	9.9	14	8.7	14	20.3	14	15.1	13	13.3	63	12.4
	Female	9	11.7	11	6.3	8	26.1	14	15.1	5	5.0	58	11.4
TOTAL		71	14.0	176	34.7	69	13.6	93	18.3	98	19.4	507	100.0
Auto Availability													
0		3	4.2	3	1.7	6	8.7	5	5.4	1	1.0	18	3.6
1		28	39.4	61	34.7	42	60.9	54	58.1	30	30.6	215	42.4
2		25	35.2	77	43.8	15	21.7	23	24.7	52	53.1	192	37.9
3 or More		15	21.2	35	19.8	6	8.7	11	11.8	15	15.3	82	16.1
TOTAL		71	14.0	176	34.7	69	13.6	93	18.3	98	19.4	507	100.0
Arrival Time													
Earlier than 12:00 A.M.		--	--	6	3.4	--	--	--	--	3	3.1	9	1.8
12:00-3:00 P.M.		29	40.9	68	38.6	28	40.6	23	24.7	33	33.7	181	35.7
3:00-6:00 P.M.		23	32.4	83	47.2	28	40.6	53	57.0	43	43.8	230	45.3
Beyond 6:00 P.M.		19	26.7	19	10.8	13	18.8	17	18.3	19	19.4	87	17.2
TOTAL		71	14.0	176	34.7	69	13.6	93	18.3	98	19.4	507	100.0
Travel Mode													
Public Transit		2	2.5	--	--	2	2.9	1	.9	--	--	5	0.9
Auto-Driver		43	53.1	153	79.7	49	71.0	77	68.8	87	88.8	409	74.1
Auto-Passenger		15	18.5	39	20.3	16	23.2	32	28.6	11	11.2	113	20.5
Other		21	25.9	--	--	2	2.9	2	1.7	--	--	25	4.5
TOTAL[1]		81	14.0	192	34.7	69	13.6	112	18.3	98	19.4	552	100.0
Departure Time													
Earlier than 12:00 A.M.		--	--	--	--	--	--	--	--	--	--	--	--
12:00-3:00 P.M.		24	33.8	49	27.8	23	33.3	16	17.2	22	22.5	134	26.4
3:00-6:00 P.M.		22	31.0	86	48.9	29	42.1	47	50.5	40	40.8	224	44.2
Beyond 6:00 P.M.		25	35.2	41	23.3	17	24.6	30	32.3	36	36.7	149	29.4
TOTAL		71	14.0	176	34.1	69	13.6	93	18.3	98	19.4	507	100.0
Trip Frequency													
1-3 Round Trips Per Week		31	43.7	58	33.0	21	30.4	63	67.7	42	42.9	215	42.4
4-6 Round Trips Per Week		11	15.5	11	6.3	10	14.5	15	16.1	6	6.1	53	10.5
1-4 Round Trips Per Month		22	30.9	84	47.7	35	50.7	12	12.9	37	37.8	190	37.4
Less Than One Round Trip Per Month		7	9.9	23	13.0	3	4.4	3	3.3	12	13.2	49	9.7
TOTAL		71	14.0	176	34.7	69	13.6	93	18.3	98	19.4	507	100.0
Atlantic City		4	5.6	43	24.4	19	27.5	30	32.3	11	11.1	107	21.2
Brigantine		--	--	3	1.7	4	5.8	1	1.1	5	5.1	13	2.6
Shoreline Communities		14	19.7		--	36	52.2	59	63.3	11	11.1	120	23.6
Inland Suburban Communities		6	8.5	88	50.0	5	7.3	--	--	29	30.0	128	25.2
Inland Suburban/Rural		3	4.2	10	5.7	3	4.3	2	2.2	19	19.3	37	7.3
Other		44	62.0	32	18.2	2	2.9	1	1.1	23	23.4	102	20.1
TOTAL		71	14.0	176	34.7	69	13.6	93	18.3	98	19.4	507	100.0

(1) Total Includes Multiple Modes in Some Responses.

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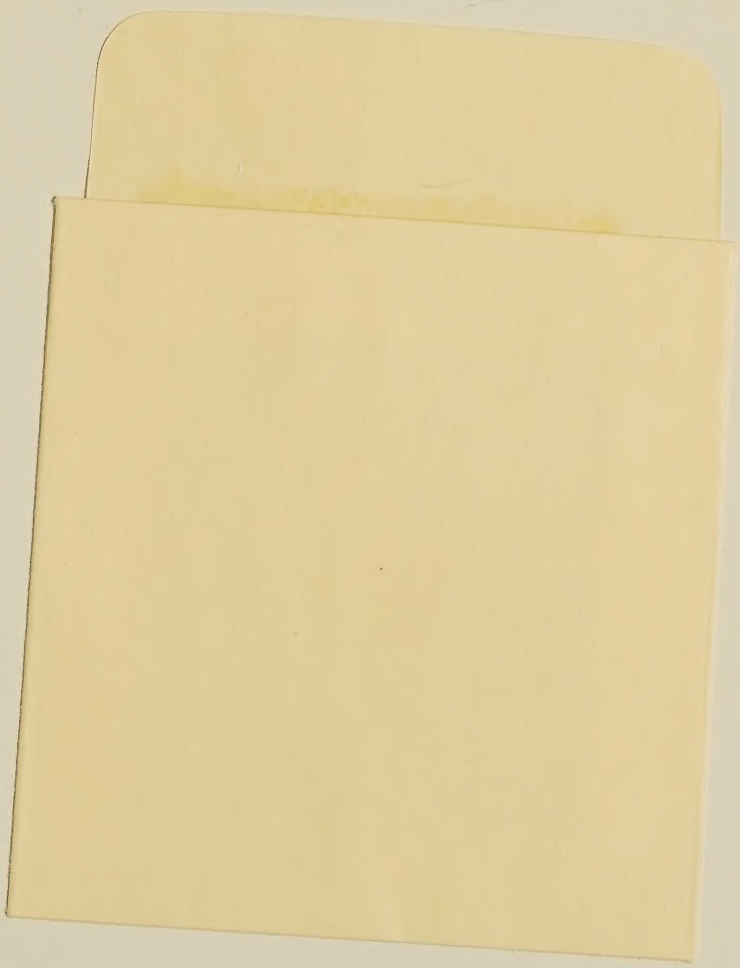

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